PAMCO Flying Duck

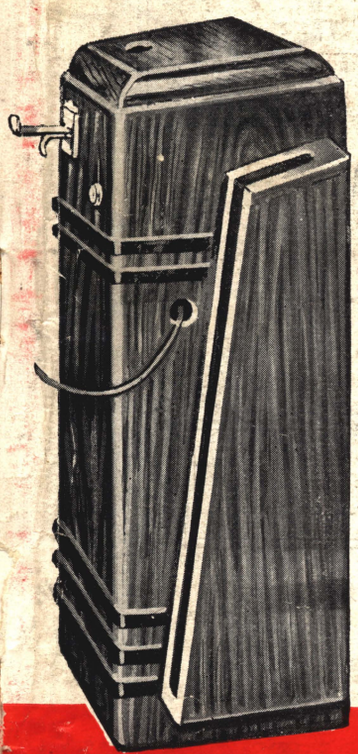


U. S. PATENT
2,052,678
Sept. 1, 1936

GETS THE CROWDS — **HOLDS** THE CROWDS

MAKES MONEY *ANYWHERE!*

- ORIGINAL and DIFFERENT with "True-to-Life-Size" Duck waving a WELCOME to shooters with erratic flapping of wing!
- Beautiful Colored LITE-UP Hunting Scene ATTRACTS young and old to this ALL-LEGAL sport. LIVELY ANIMATION the moment coin is inserted!
- P-R-O-G-R-E-S-S-I-V-E Scoring—All "Hits" registered in successive order in FULL VIEW! Guesswork eliminated!
- TESTED and PROVED in every type of location—Pamco "FLYING DUCK" takes in "TOP MONEY" consistently!
- Fits Large or Small Locations with flexible Shooting-Range of 5 to 35 feet between Gun-Stand and Target!



SEE IT! • SHOOT IT!

Draw a "bead" on the spot. You must squeeze your trigger to "hit" beneath that elusively MOVING WING. You'll agree—Pamco "FLYING DUCK" has MORE TANTALIZING REAL SKILL ANIMATION than other ray-shooting units.

FULLY PROTECTED BY U. S. PATENTS

Pamco "FLYING DUCK" is Totally UNLIKE all others. So MUCH so—that U. S. PATENT 2,052,678 was allowed on Sept. 1, 1936. Only Pamco "FLYING DUCK" employs the BIG FEATURES embodied in this NEW INVENTION! Accept no substitute! We'll protect you against inferior duplications!

WIRE-WRITE FOR "FLYING DUCK" *NOW!*

THREE SPEEDS

CONTROLLED BY LEVER ON GUN STAND

1. **SLOW** for Beginners
2. **MEDIUM** for the Average
3. **FAST** for Crack-Shots

5 DIFFERENT TYPES OF READY INSTALLATION

HIGH DUCK
with pedestal extended above bars—booths—or fixtures.

LOW DUCK
with pedestal lowered to fit congested locations.

WALL-CEILING
without pedestal hangs on wall or from the ceiling.

CONSOLE
with beautiful cabinet where space permits.

You Can Buy on

PAMCO'S PAY AS YOU PROFIT PLAN!

A Lenient Deferred Payment Plan is Available to Operators, Jobbers, and Distributors. You pay as you PROFIT with Pamco "FLYING DUCK".

PACIFIC AMUSEMENT MFG. CO.

4223 WEST LAKE STREET, CHICAGO, ILL.
1320 SO. HOPE ST., LOS ANGELES, CALIF.

YOU CAN DEPEND ON PAMCO PRODUCTS

WIN . . . WITH WYNN



Exhibit's Biggest Hit!

GIANT MOVIE BANK

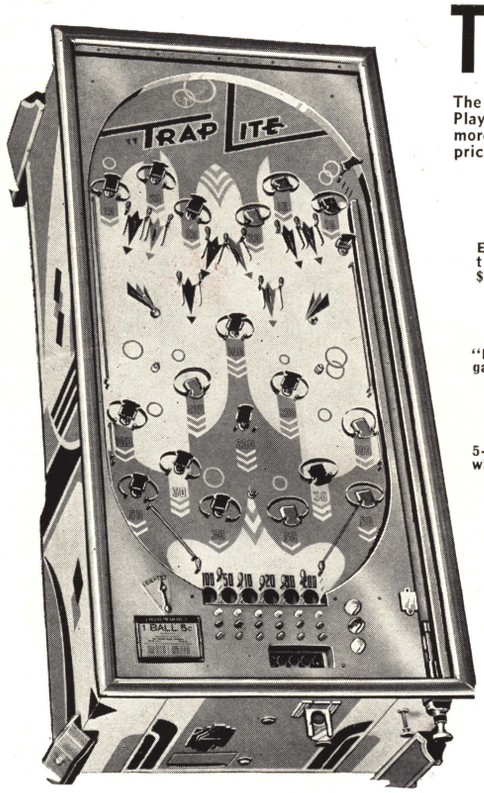
Self-accumulating "BANK POT," $42.00 top! Popular "Beano" or "Bank Night" idea, with odds from 2 to 40! That's why operators agree that GIANT MOVIE BANK is the one-ball game that has everything! Equipped with new trouble-proof payout unit, vends tickets, coins or tokens..... **$169.50**

Watch for EXHIBIT'S

SHOOT-A-LITE

Depend on Exhibit to produce the best of all Electric Eye Rifle Ranges! Come in or write in for information on this sensational machine with moving targets, flashing lights, color, automatic light-up scoring register, regulation gun—a mechanically perfect product!

Coming Soon!



TRAP-LITE 1-BALL PAY TABLE . . . By EXHIBIT!

The most ingenious 1-ball automatic pay table ever conceived. Player makes his own odds by banging down traps—1, 2, 4, 6 or more—matching colored lights for thrilling scores! Operator's price..... **$149.50**

TOP ROW

Exhibit 1-ball, ticket model $99.50, payout.... **$89.50**

TRAPPER

"Pinless" 5-ball game..... **$59.50**

GUSHER

5-ball novelty winner..... **$59.50**

RACY RECORDS

Phonograph operators! We carry a complete stock of these sensational money-makers. Write for latest list of "hits."

DERBY DAY

Gottlieb pay table, pays for 4th place..... **$149.50**

SKILL ROLL

By Gottlieb (not a bowling game) **$99.50**

SPECIALS ON SLOTS

Full line of new Mills Bluefronts, also wide variety of used machines . . . priced from..... **$12.50**

PARTS AND REPAIR SERVICE

We carry the most complete line of parts for all types of equipment. Expert mechanics at your service. Avail yourself of the advantages of our A-1 shop service regardless of where you bought your equipment.

Write for Confidential Price List on Used Games

WYNN NOVELTY CO.

HEmlock 1100

551-555 GOLDEN GATE AVENUE — SAN FRANCISCO, CALIF.

WIN . . . WITH WYNN

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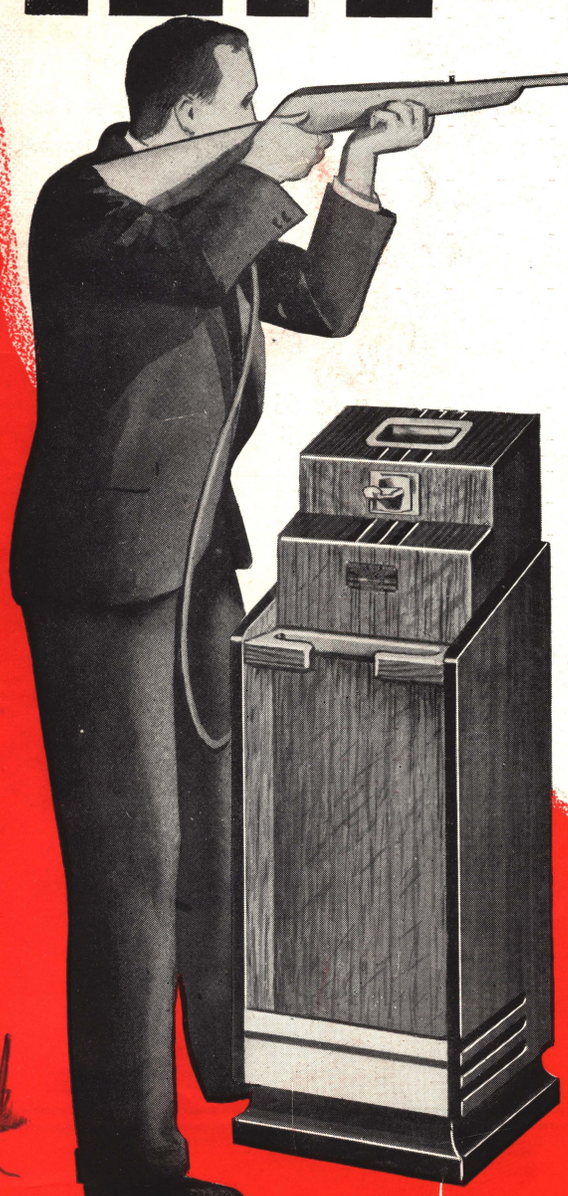
Designed for the entertainment of **125,000**

THIS AMAZING MACHINE

RAY-O-LITE

MFD. BY J. P. SEEBURG CORP. CHICAGO U.S.A.

RIFLE RANGE



MECHANICAL PERFECTION BEYOND IMITATION!

The original rifle range, RAY-O-LITE, was created by the J. P. SEEBURG CORPORATION after two years of intensive research entailing enormous cost. Engineers minutely tested each feature before they were assured of absolutely efficient mechanical and electrical performance. One thousand of these machines, placed within 20 months, have made history in the industry with an astounding profit record. The whole nation has responded to the playing appeal of this amusement machine, and from coast to coast operators report that in every location, varying from hotel lobbies to night clubs, the SEEBURG RAY-O-LITE is a tremendous money-maker. Capitalize on this opportunity for new locations and larger profits. Place an order today and start cashing in now!

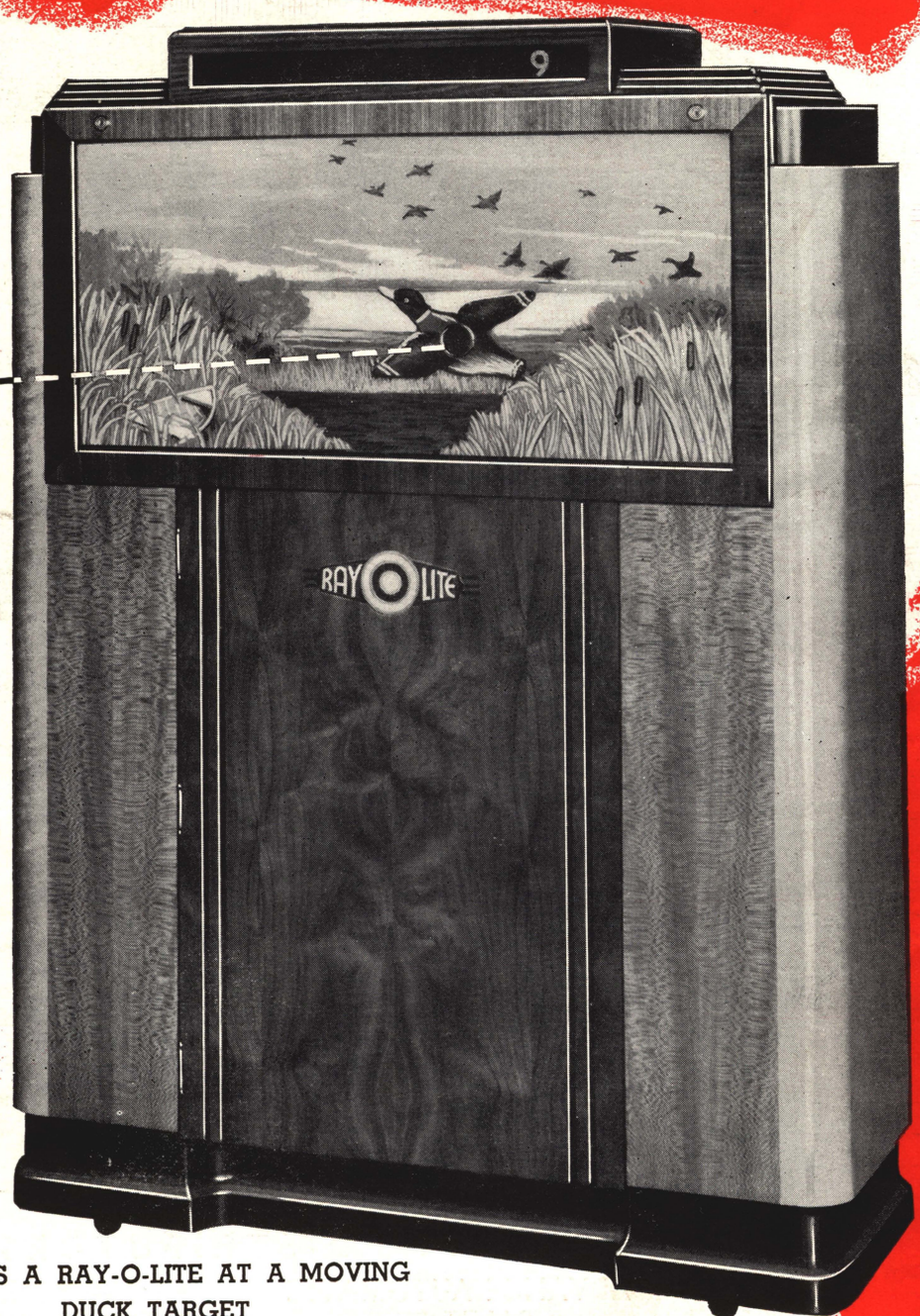
REGULATION SIZE RIFLE

IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION

OOO PEOPLE !

HAS UNIVERSAL APPEAL !



SHOOTS A RAY-O-LITE AT A MOVING DUCK TARGET

UNSURPASSED EARNING POWER

●

COMPLETELY AUTOMATIC—HITS REGISTERED ON ILLUMINATED PANEL!

ULTRA-MODERNISTIC MATCHED WOOD CABINET AND GUN STAND!

Protected by Patents Nos. 2,007,082 and 2,007,083 and other patents pending.

The J. P. SEEBURG CORPORATION has the exclusive manufacturing license rights to these patents. Licenses to manufacture have not been granted to others. All infringements will be prosecuted to the fullest extent of the law.

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SEATTLE, WASH.

THE SEEBURG FRANCHISE *IS* MORE VALUABLE

1510 DAYTON STREET CHICAGO



"Figures don't lie Jim,— STONER'S games are the most consistent Money Makers."

"Hold 'em"



Stoner's new "HOLD 'EM" is a game that needs no fancy language to capture an operator's favor. The first time you see it, you instinctively *know* it has "what it takes" to make collection night a happy event.

ELECTROPAK **$54.50** EQUIPPED

HOLD 'EM is a Double-Profit game. The ONLY football game we know of that takes in *two nickels instead of one.* Here's a way to *Double* your location earnings . . . to bring those sub-standard spots into line with your best ones.

Beautiful Custom Built Cabinet Trimmed in Chromium
Lift Out Playing Field for Easy Servicing
Simple Scoring Principle Everyone Can Understand



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Aurora, Illinois



BIG BANK NITE

PACKIN 'EM IN!

★ OH! WHAT A WALLOP! If they awarded an Academy Prize, for coin-operated machines, like they do for the best movie of the year, the best book and the best acting—BIG BANK NITE WOULD WIN THE AWARD IN A WALK!

Over seventy-five per cent of the theatres throughout the United States continue to do big things with "Bank Nite," and Rock-Ola's BIG BANK NITE continues to do big things for its operators. Operators all over have told us BIG BANK NITE is the "Champion of 1936" in knocking out cash boxes loaded to the guards with nickels. Original "expectancy" exceeded ten times. The eleventh quota now coming through the big Rock-Ola factory. Rush your orders, while the supply lasts, and get in on the year's BIGGEST MONEY MAKER.



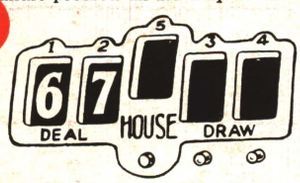
RMC ONLY $495.00

ROCK-OLA
MFG. CORPORATION
800 N. Kedzie Ave.
Chicago, Ill., U.S.A.

SHOWING REEL "21" ... in Action!

Shows reels after coin has been inserted and the handle pressed all the way down.

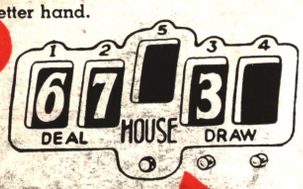
1



The two reels showing are actually the first two cards dealt the player. He starts with a "13 hand".

Player presses button under Number 3 in try for better hand.

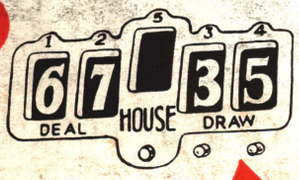
2



He gets a 3 which gives him a total hand of 16.

Player still wishes to continue and presses button under Number 4 reel for his last card.

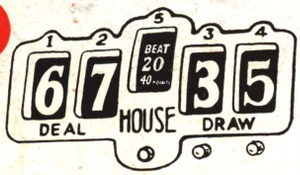
3



He gets a 5 which gives him a total hand of 21 — the limit.

Player now presses button to see "House" hand — the hand he is playing against.

4



Player WINS! He beats 20 — getting 40 times his investment.

IMPORTANT!

It is not necessary for player to "draw" all his cards. He may wish to "stay" after his third card. But, once he pushes button to open "House" shutter — HE CANNOT DRAW ANY FURTHER CARDS! All other shutters LOCK AUTOMATICALLY! If player "draws" over 21 it's a "bust" and his hand is cancelled.

REEL "21"

the THRILLING "OLD ARMY GAME" of "BLACK JACK" played "ACCORDING TO HOYLE"

THE fastest AND MOST interesting GAME IN THE WORLD!

Everyone likes "21"



● In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or "House". The "House" hand and Awards CHANGE WITH EACH PLAY—the same as in real "Black Jack". 4-Way Play — 1c—5c—10c—25c offers the player odds ranging from 2 to 1 up to 100 to 1. Reel "21" is the LONG-LIFE counter game you need!

RUSH YOUR ORDER NOW!

$23.75
TAX PAID
4 WAY PLAY
1¢ • 5¢ • 10¢ • 25¢

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Daval's RACES



THRILLING, TRUE HORSE RACE ACTION

"It's the BEST Counter Game - When It Bears the DAVAL Name!"

SIMPLE TO UNDERSTAND — FASCINATING TO PLAY

WIN



OMAHA WINS! PAYS 40 TO 1!

Note how easily player can tell winner! Third or player's CHOICE reel shows horse is OMAHA; center reel or finish of race shows OMAHA in first or WIN position; and first or ODDS reel pays winner 40 to 1!

PLACE



TOP ROW PLACES! PAYS 10 TO 1!

Quickly visible to player who sees that Third or CHOICE reel is TOP ROW; center reel or FINISH of race shows TOP ROW in second or PLACE position; and first or ODDS reel pays PLACE horse 10 to 1!

SHOW



ZEV SHOWS! PAYS 5 TO 1!

The complete action and payoff in a glance! Third reel or player's CHOICE shows ZEV; center reel or FINISH of race shows ZEV in third or SHOW position; and first or ODDS reel pays SHOW horse 5 to 1!

NO SCORE CARD NECESSARY! Not only is Daval's RACES "The Most Beautiful Counter Game in History" but it is the easiest and quickest to understand! RACES is actually a thrilling race—created by the speedy, silent spinning reels, giving the players all the thrills of the "King of Sports" plus odds from 2 to 1 up to 40 to 1 and brought to you—AT THE LOWEST PRICE IN HISTORY FOR SUCH BEAUTY AND GUARANTEED QUALITY CRAFTSMANSHIP!

$175.00
TAX PAID
4 WAY PLAY
1¢ 5¢ 10¢ 25¢

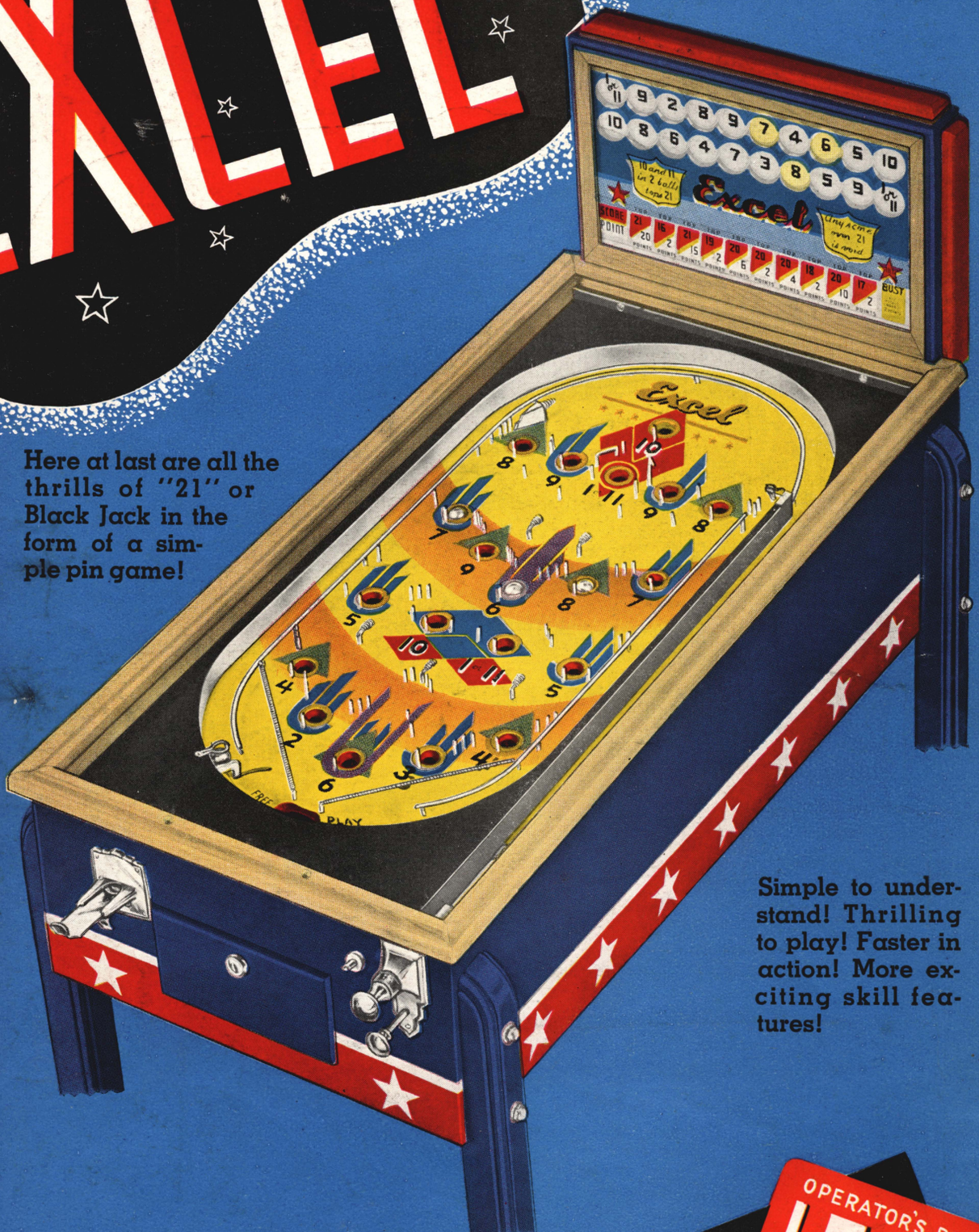
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EXCEL

EXCELS EVERY PIN GAME EVER BUILT SINCE THE VERY FIRST DAY THAT PIN GAMES WERE BORN!



Here at last are all the thrills of "21" or Black Jack in the form of a simple pin game!

Simple to understand! Thrilling to play! Faster in action! More exciting skill features!

HERE'S THE PLAY

EXCEL play combines all the best elements of LIGHT ACTION — THRILL — and SKILL! Entirely different from any pin game in world history! HERE GOES THE FIRST BALL—

Zip — it lands in the No. 9 hole! (No. 9 lights up on backboard). Player now shoots second ball. It glides into No. 8 hole! (No. 8 lights up on backboard). Player's TOTAL of 2 balls is now 17.

To shoot — or to stay? That's the question! Player decides to shoot! He tried for No. 4 hole—MISSED—BUT—ball goes into No. 3 hole (No. 3 lights up on backboard). TOTAL is now 20.

Player STAYS! He presses button near coin chute. CLICK—and "Top 19 for 4 points" lights up on the backboard! Player WINS 4! He had 20!

Important: By pressing the button, player has automatically locked game! He can't shoot any more balls, before inserting another coin.

EXCEL IS THE FASTEST MONEY-MAKER IN HISTORY! Complete play follows "Black Jack" or Reel "21".

Any score over 21 is a BUST—player cannot win, but oh—what fun! A dollar's worth of amusement for a nickel that's why they play it for hours at a stretch.

OPERATOR'S PRICE

$54.50

Tax Paid. F. O. B. Chicago

Thrilling! Exciting! Different! Play based on the world's most successful counter game—Daval's Reel "21"! EXCEL is actually "Black Jack" or the "Old Army Game" of "21" in pin game form. No scorecard necessary. Number of balls played entirely up to player! EXCEL gives you pay table profits at pin game price!

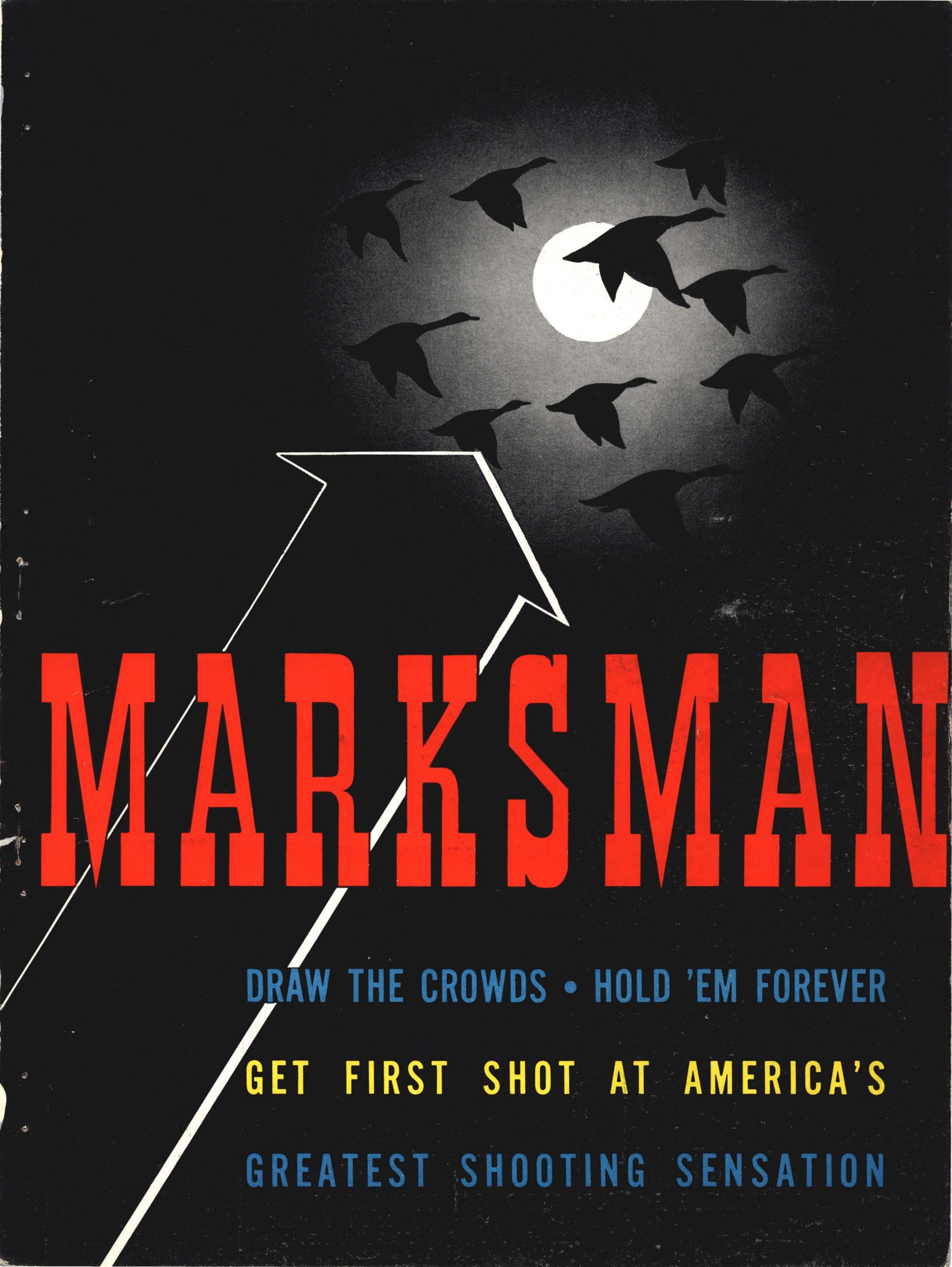
RUSH YOUR ORDER TODAY!

DAVAL PRECISION BUILT THROUGHOUT

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MARKSMAN
DRAW THE CROWDS • HOLD 'EM FOREVER
GET FIRST SHOT AT AMERICA'S
GREATEST SHOOTING SENSATION

MARKSMAN Brings BIG

IT'S IN THE HUMAN BLOOD...THAT IRRESISTIBLE URGE...TO SHOOT!

ALL SKILL ALL LEGAL

That's why "MARKSMAN" is such a SUCCESS—because it offers the public an opportunity to indulge in a rarely exercised test of absolute SKILL—a chance to enjoy the thrill of shooting—and hitting the mark. Men and women are equally eager to try their skill—boys and girls—youths—grown-ups—all enjoy this wholesome, innocent entertainment that readily gains the approving eye of the general public. "Gun-Lite" shooting is in heavy demand NOW, and "MARKSMAN" supplies the most REALISTIC—most ALLURING—most LIFELIKE sport of all. By every test—"MARKSMAN" easily takes in $250.00 a week in any average location. It's in a class by itself—a new field NOT crowded by competition! Proprietors of places catering to, or feeding the public are fast turning to "MARKSMAN" as a logical source of EXTRA REVENUE. You need not hesitate a single moment. Install "MARKSMAN"! the SOONER you do—the QUICKER you'll be making "MARKSMAN" PROFITS!



TRUE DUPLICATE OF REGULATION GUN
Shoots Bullet-Size Beam of Radio-Lite—Accurately—Harmlessly and Positively TRUE to the Shooter's AIM!

Handsomely Grained Walnut Gun Stand equipped with Ash Tray done in beautiful chromium. Long Extension Cord permits operation of "MARKSMAN" at any range between 5 and 35 feet. A distinct ADVANTAGE over limited ray-shooting units!

RANGE: 5 up to 35 feet!

YOUR INVESTMENT SECURED! NEW REPLACEMENT UNITS KILL ALL COMPETITION!!!

Most important of all—Your investment is SAFE because of the GREATEST FEATURE ever incorporated in any machine—RENEWABLE TARGETS FROM TIME TO TIME! Yes—NEW, INTRIGUING Target Arrangements will be available at regular intervals to every owner of "MARKSMAN." You are thereby assured over a period of YEARS—it's only necessary to make a small added investment in Renewable Targets to keep your "MARKSMAN" earning TOP MONEY!

The makers of "MARKSMAN" know the public demands constant changes in all forms of entertainment. Coin operated phonographs could not endure unless records were constantly changed. No theatre could survive without new programs. No automobile builder could stay in business without new models each year. Likewise, "MARKSMAN" provides new replacement panels at regular intervals with "MARKSMAN" holding sustained interest and "Life-Time" PROFITS for YOU!

You know of THOUSANDS of locations in your territory where coin operated equipment has been barred on account of — 1 — LEGALITY — ("MARKSMAN" is LEGAL everywhere!) 2 — SIZE — ("MARKSMAN" easily adapts itself to any location — see back page.) Yes! Every location is available NOW to the "MARKSMAN" operator. SEIZE YOUR OPPORTUNITY! ACT NOW—before some other alert business man beats you to it!

"MARKSMAN"...

(COPYRIGHT 1936)

PROFITS TO LOCATION OWNERS EVERYWHERE!



Ducks on the rise—TEN of them! An Automatic Gun shoots "bullet-size" shaft of radio lite. Wings illuminate on each duck in numerical rotation. Hit No. 1 duck, and No. 2 flashes on. And, so on—Ten shots to get 'em all for a perfect score!

MARKSMAN

PATENTS APPLIED FOR

• TAVERNS • HO ELS • HI-WAY INNS
S • CAFES • DEPO S • RESORTS • STOR
RNS • DRUG STO ES • ARCADES • HOTE

HOW IT OPERATES!

"MARKSMAN" is continuously ANIMATED with FLASHING LITE-UP targets. A perpetual attraction occurs until coin is inserted—Then all animation ceases in order not to disturb the shooter's aim. Bang! goes No. 1, and No. 2 appears on the target. The rest of the flock in numerical order until 10 shots have gone true to their mark. The scoring is automatic and easily understood. — For example: when player shoots at No. 7, he's aware six "hits" have been accomplished. When a total of TEN "hits" are made—the rising sun illuminates the words "Perfect Score." They keep at it everlastingly!

FIGURE YOUR "MARKSMAN" INVESTMENT THIS WAY!

First Cost on Terms	$298.50
No. 1 Replacement Target	35.00
No. 2 Replacement Target	35.00
No. 3 Replacement Target	35.00
No. 4 Replacement Target	35.00
No. 5 Replacement Target	35.00
No. 6 Replacement Target	35.00
Total Cost Eight Units	$508.50
Cost Each	$72.64

Imagine! EIGHT "MARKSMAN" UNITS at LESS than the Cost Each of an Average Amusement Device!

Buy it on

PAMCO'S
PAY AS YOU PROFIT PLAN
A Lenient Deferred Payment Plan is Available to Operators, Jobbers and Distributors of "MARKSMAN". Full Details on Request.

7 Day Money Back Offer!

OPERATORS NO-RISK FREE TRIAL PLAN

"MARKSMAN" will be shipped to operators on receipt of the required deposit and payment arrangements. "MARKSMAN" may then be placed in operation, and, if for any reason you decide to return it within 7 days from date of delivery, shipping charges prepaid—KEEP WHAT IT HAS EARNED, and we'll REFUND every penny paid on the purchase of "MARKSMAN"!

Could Anything be More Reasonable or Fair? Only ABSOLUTE CONFIDENCE in the MERIT of "MARKSMAN" could prompt us to make such an offer! Place Your Order TODAY! Don't Delay!

Guarantee

draws CROWDS that come EARLY — stay longer — PAY BIG CHECKS — that come back again and again to try their skill with "MARKSMAN"

"MARKSMAN" FITS EVERY LOCATION...

4 DIFFERENT TYPES OF INSTALLATION

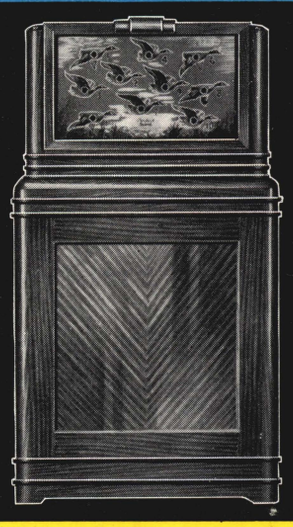
LOW STAND
HIGH STAND
CEILING—WALL

NO PLACE TOO LARGE ✈ NO PLACE TOO SMALL!



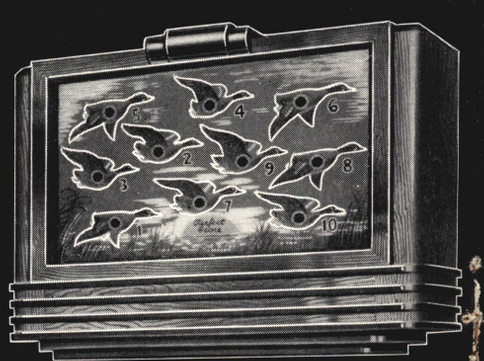
HIGH or LOW Stand

"MARKSMAN" is available with an adjustable pedestal. May be raised or lowered to suit any location requirement. A turn of the bolt is all that's necessary. This feature eliminates interference with booths, counters, bars or other furnishings. Suits every type of building construction. A BIG ADVANTAGE over ordinary ray-shooting devices!



CONSOLE MODEL

"MARKSMAN" upper right, shown in the console model, may be used wherever space is available. Cabinet is sturdily and substantially built—modernistically designed to conform with the finest of location surroundings. Target Cabinet is the same as used on all models, and may be removed to mount on, or suspend from the



WALL or CEILING

"MARKSMAN" is pictured here hung on the wall. In this position it may be placed over booths, counters or bars without interference of any kind possible. You may also suspend "MARKSMAN" from the ceiling, rafters or girders, or from a projecting support. Wherever Wall Space and Floor Space is scarce, this installation capitalizes on "Air Rights"—something new in the field of modern operating.

With "Gun-Lite" Shooting in such HEAVY DEMAND—and with "MARKSMAN" furnishing the MOST REALISTIC and LIFE-LIKE sport of all—tested and PROVED for EARNINGS as HIGH as $250.00 per week—there's no reason to hesitate about installing "MARKSMAN" immediately!

Men who operate "MARKSMAN" in QUANTITIES are willing to install it in any location without obligation. Operators have the same GUARANTEE of ABSOLUTE SATISFACTION that merchants and proprietors of retail establishments are given. Decide on BIG MONEY EARNINGS Today!

WIRE OR PHONE FOR "FIRST CRACK" AT "MARKSMAN" — WRITE

PACIFIC AMUSEMENT MFG. CO.

4223 W. LAKE ST. CHICAGO, ILLINOIS

1320 S. HOPE ST. LOS ANGELES, CALIF.

YOU CAN DEPEND ON PAMCO PRODUCTS

TWO NEW AUTOMATIC PAYOUTS

BY GOTTLIEB

Makers of the Finest Payout Tables

DERBY DAY

Also Pays Off for FOURTH Place!

Seven of the world's greatest horses, winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and Fourth. The original horse race game paying for fourth place. 29 chances to win. Colorful, realistic playing field. Extra large light-up rack. Mystery Single Coin Slot or Multiple Slot optional. Put your money on the winner . . . DERBY DAY!



$149.50

TICKET GAME, $10.00 Extra
Check Separator, no extra charge.
D. C. Adaptopak, $5.00 extra.
Electropak Equipped (Batteries optional)
Equipped with new A.B.T. No. 400 Slot.

SEE THESE SUPER FEATURES ON BOTH GAMES

★ MYSTERY Single Coin Slot. The feature that made Daily Races the sensation of the year.

★ AWARDS Mechanically Adjustable. Invisible mechanical adjustment controlled in light-up rack.

★ IN-A-DRAWER Mechanism. Simple construction—all parts easily accessible.



$149.50

Ticket Game, $10.00 extra. Check Separator, no extra charge.
D. C. Adaptopak, $5.00 extra.
Electropak Equipped (Batteries optional)
Equipped with new A.B.T. No. 400 Slot.

SEE THESE SUPER FEATURES ON BOTH GAMES

★ ESCALATOR, A. B. T. or Gottlieb Belt Type, optional.

★ MOTOR-DRIVEN Payout Units. Accurate, jam-proof, smooth action payout units.

★ MAMMOTH Cabinet, 54x26 inches. Beautiful design—rigidly constructed by expert craftsmen.

HIT PARADE

Baseball at Its Best!

★ A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show champion earnings with HIT PARADE!

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO, ILL.

DAILY RACES STILL GOING STRONG

A·B·T COIN CHUTES

Travel all over the World!



A·B·T MANUFACTURING COMPANY

3311 CARROLL AVENUE ■ CHICAGO, ILL.

THE COIN MACHINE REVIEW

A National Magazine of the Coin Machine Industry

Published at 1113 Venice Boulevard, Los Angeles, California, on the 10th of each month for distribution to operators of coin-controlled equipment from coast-to-coast. Paul W. Blackford, editor and publisher.

MAKING METERS

● O. D. Jennings & Co. to manufacture parking devices.

CHICAGO.—Bringing a time-built experience into play O. D. Jennings & Co., long noted for the manufacture of coin controlled amusement devices, have recently installed a parking meter division, according to an announcement made here. The new device which the concern will construct is said to be abuse-proof, fool-proof, cheat-proof and weather-proof to a far greater extent than the majority of the competitive meters, and it is to be built with the same mechanical standards which motivate the entire Jennings line, it was stated.

Realization of the need for this type of equipment came through a study of parking conditions in various localities and through a study of meters already in use. This survey brought out the following points that result from the use of meters:

a. An utterly complete elimination of the all-day parker, politely called the "curb-hog."

b. Replenishment of otherwise depleted city treasury funds which can be used for improvements in the handling of traffic.

c. The accessibility to parking spaces in convenient places where the shopper desires to park his or her car without having to drive around the block several times, or place his car in some garage and use the "shoe makers' elevated" to the shopping district.

d. Entire elimination of the dangerous "double parking."

f. Reduction of casualties due to fire hazards on account of streets being crowded with automobiles, which prevents the fire department from performing efficiently in such congested centers.

All these things, it was declared, have been overlooked in the mad scramble to sell meters, and O. D. Jennings & Co. proposes to use them.

Two points in favor of the coin machine man were also made. The first is that:

a. The advent of this parking meter widens the company's field and undoubtedly will reduce general costs and produce resulting economies in overhead which will be passed on to the operator.

b. The operator's service organization will be given opportunity to work on every meter installation within traveling range of its territory, and it is estimated that a potential million or more parking meters will be installed in the United States.

More complete information with regard to the devices is available through the offices of O. D. Jennings & Co.

"Do you know your wife is telling around that you can't keep her in clothes?"

"That's nothing. I bought her a home and I can't keep her in that, either."

NO BOARD STOCKS

● Salesboards withdrawn from the branches to stop price cuts.

LOS ANGELES.—By unanimous agreement the manufacturers of salesboards have withdrawn all of their existing stocks from all but factory branches, according to word received here from Lou Rowland, sales representative for Harlich Mfg. Co. of Chicago. This move was brought about in the hope of stopping price wars, Rowland declared, and the manufacturers feel that they have the price-cutting situation "licked" and unfair competition has been ended.

As it now stands the only stocks being carried in any territory removed from the factories are those in the hands of jobbers and distributors who made their purchases outright, and they, like operators, must secure their shipments C.O.D. unless they have an F-3 rating in Dun and Bradstreet's, when they are allowed 15 days in the east and 30 days on the coast. The time-extension for the Westerners was granted with the realization that about 15 days of that time the boards would be in transit.

$50,000 ORDER

● Dave Robbins, in Chicago, buys games; Stoner has largest sale.

CHICAGO.—Dave Robbins of D. Robbins & Co. of New York City, on a recent visit here, scattered orders totaling more than $50,000 among the various manufacturers. The Stoner Corp. of Aurora drew the largest share of the total purchase. In this instance Robbins was calling for Hold Em, a new novelty football game, and he based his demand on the fact that he had really gone to town with two other recent Stoner games, Mad Cap and Short Sox.

"In my opinion," Robbins declared, "Hold Em will be another long-time money maker, popular long after the football season is over." He has already booked orders for more than 500 of the new machines from jobbers and operators in his territory who have not even seen a sample game.

NEW VENDOR

DETROIT.—A new vending machine to sell storage batteries is reported as being prepared here by the Automatic Distributing Co., according to a report by A. C. Wagner, manager.

CHANGE OF ADDRESS

Subscribers should report any changes in address DIRECT to us. The Post Office Department will no longer permit the delivery of mail incorrectly addressed and second class mail will not be forwarded. NOTIFY US at once of any error in your address or if you wish to change your address.

COIN MACHINE REVIEW
1113 Venice Blvd. Los Angeles, Cal.

NEW REGISTRATION

● Admission to 1937 Show to be by special registration only.

CHICAGO.—Unless they are willing to wade through yards of red tape and to pay an admission charge, operators attending the 1937 Coin Machine Show in Chicago, scheduled for the Hotel Sherman January 11, 12, 13 and 14, must make written application for tickets prior to the date of the affair.

Previously registration of operators, jobbers, distributors and manufacturers was done at the time of arrival at the Hotel. Everyone who requested admission, regardless of who or what he might be, was given a season pass which entitled him to see the exhibits and to partake of the exhibitors' hospitality. Since no questions were asked it meant that the display rooms were generally glutted with "lounge lizards, chiselers, drink-moochers," and whatnot.

Consequently the show committee decided that this year the affair would be strictly a show for coin machine men. Thus the special registration plan, and the need for operators to send requests for admission tickets to the National Association of Coin Operated Machine Manufacturers, 120 South LaSalle Street, Chicago, who in turn will properly register applicants and mail them special admission tickets, badges and whatever else is necessary.

SLOTS STOLEN

● American Legion Canteen manager slugged, robbed by drunks.

HUNTINGTON PARK, Calif. — Leon Rose, 1617½ East Florence Avenue, manager of the American Legion Canteen at 7627 Santa Fe Avenue, was knocked unconscious, suffering a fractured jaw and other injuries this week when two bandits attacked him in the canteen and carried away four slot mechines after slugging him.

Rose said the men entered the place in an intoxicated condition and argued with him when he refused to serve them drinks. One of the men struck Rose, breaking his jaw and knocking him out. When he regained consciousness Rose found the pair had taken away four slot machines.

NAME CHANGED

ALLENTOWN, Pa.—Moving to a spacious new showroom and changing the name of his firm, R. H. Snyder reports that he is now operating his business as the Snyder Amusements at 108 South Seventh Street. Formerly he traded under the name of R. Snyder and Co.

Absent-minded: "Didn't I get my last haircut in this shop?"

Barber: "I don't think so. We've only been open for two years."

VIKING DIGGER MERCHANDISE

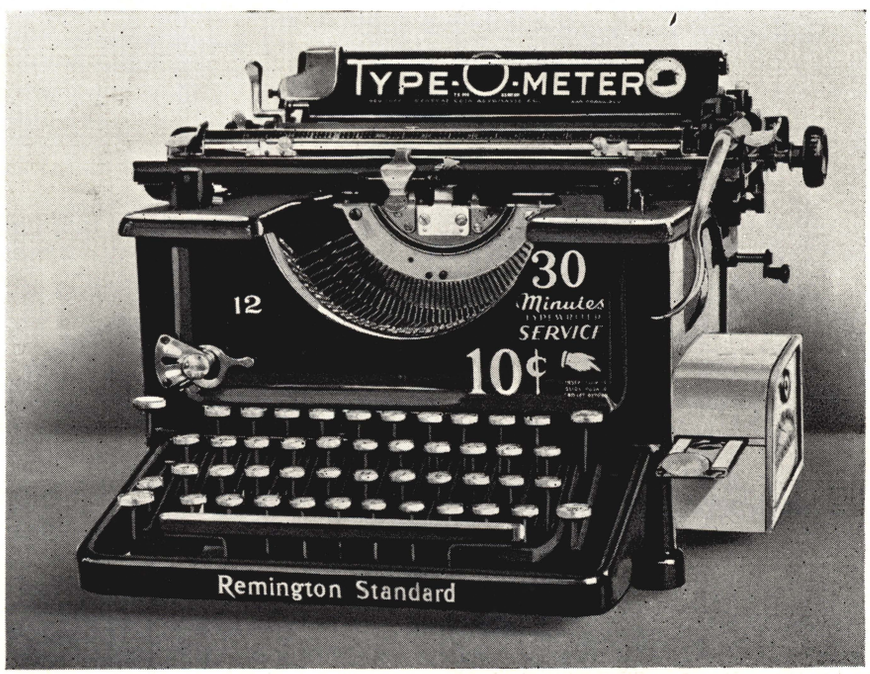
Fine Fishing Tackle
Flashy Novelties
Compacts
Pocket Knives
Latest Hits
Brush Sets
Pocket Lighters
Globe Clocks
Pocket Carrys

Hunting Knives
Pipes
Table Lighters
Novelty Jewelry
Poker Chips
Razor Sets
Novelty Ash Trays
Desk Sets
Cigarette Cases
Electric Clocks

Combination Lighter and Cigarette Cases
Brilliant Dice
Lapel Watches
Novelty Clocks
Transparent Clocks
Big Bens
Rotary Clocks
Novelty Thermometers

ASSORTMENTS OF ANY SIZE FROM $15.00 UP

2% For Full Cash with Order—Otherwise 25% Deposit, Balance C. O. D.



COIN-OPERATED TYPEWRITER

No. 98—Price $65.00

Placed in Hotels, Department Stores, Railroad and Bus Depots, Steamships, Passenger-Airplanes, Clubs, Y. M. C. A.'s, and similar locations the TYPE-O-METER will quickly earn its cost.

STANDARD EQUIPMENT: 10c Coin Meter (automatically) locks the keyboard when 30 minutes have elapsed).

SPECIAL EQUIPMENT: Meter for foreign coins or coins other than U. S. A. ten-cent piece—$3.00 extra.

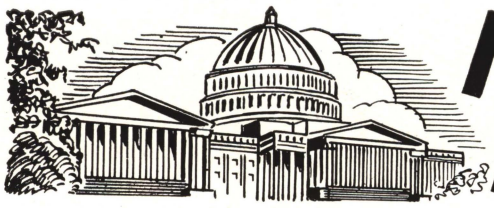
KEYBOARDS changed to foreign standards at small extra charge.

The TYPE-O-METER opens to the operator a great number of desirable locations not otherwise available.

VIKING SPECIALTY COMPANY

EINAR WILSLEV, Manager
References: Dun-Bradstreets

530 Golden Gate Avenue
SAN FRANCISCO, CALIFORNIA



National News Notes



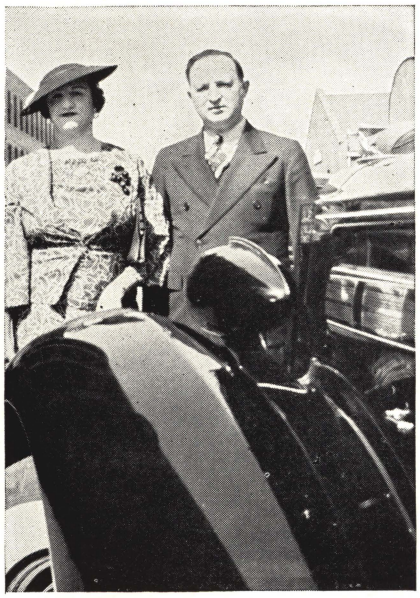
NEW YORK CITY.—The city's license department has officially okehed the issuance of licenses for bowling games, according to a recent announcement made by Theodore Blatt, who represented the operators and distributors in a 4-week fight to obtain the licenses; it is believed that between two and five thousand games of this type will be placed in immediate operation as a result.

MEADVILLE, Pa.—Parking meters yielded $974 here during the first six weeks of a trial installation period.

NEWARK, N. J.—New offices and showrooms for the Jersey Trading Co. have been located at 1175 Broad Street.

PHILADELPHIA. — About 30 phonograph operators in this and the Camden area recently met to form an association of operators.

NEW YORK CITY.—Vending machines were given considerable credit for the income derived by the Independent Subway System here in its report for the fiscal year ending June 30.



PROUD of his new car, and rightly so, is Sam Cohen, owner of the Atlanta Coin Machine Exchange, who pauses here to admire it with his wife. Though you can't see much of the automobile, there should be enough visible so that you can tell the make.

KNOXVILLE, Tenn.—Newspapers here have been advocating that the city council agree to a trial period installation of parking meters.

BUFFALO, N. Y.—Frank L. Forney, well-known coin machine man, has sold his interests to A. M. Johnson, amusement arcade man from Western New York, who will operate this phase of his business under the actual management of Barney "Buffalo Bill" Zahm.

DETROIT.—Harry J. Conn, proprietor of Roy's Arcade on Michigan Avenue, is planning an expansion program which will include a new photograph gallery and the installation of a number of other amusement devices.

SAN FRANCISCO.—Police Chief William Quinn recently advocated the licensing of pin games as a means of securing revenue, and as a further means of aiding the operators, inasmuch as juries have repeatedly termed them skill games.

MILWAUKEE. — Digger machines are not gambling devices but are games of skill, a jury in Municipal Court ruled here recently, reversing a lower court verdict.

DETROIT. — Trial experiments having been successfully completed, American Dispensing Corp. is now ready to place on the market a machine for dispensing soap in factory washrooms, according to report.

CHICAGO. — Jack Sturm, local operator, recently placed a radio-rifle in the window of a downtown department store, causing quite a traffic blockade on the part of curious and interested spectators who paused to watch a demonstration of the machine.

OFFERS SERVICE

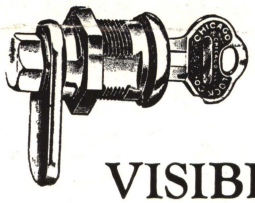
● L. A. op expands to include general machine repairing, merchandise sales.

LOS ANGELES.—C. H. Mitchell, who has operated games, vendors and phonographs in and around Los Angeles for some five years, has recently expanded his headquarters to include a store at 4510 West Washington. He has always insisted on the highest type of electrical and mechanical work on his own equipment, and now with the enlarged facilities he is able to offer the same service to other operators.

Mitchell also carries a complete line of candies and toys under one roof, a convenience which he feels operators will doubtless appreciate. Easy access and plenty of parking space make his location one operators will find pleasant to visit.

Harden Supply Co. of Iowa is another firm on the list.

COIN MACHINE
photographs
that sell!
We are official photographers for leading manufacturers of coin machines and produce pictures that MAKE THE SALE!
SEE US FIRST
FOLGER PHOTO SERVICE
223 East Pico Los Angeles, Cal.
PRospect 1735



COIN CHUTES and LOCKS
VISIBLE COIN CHUTE
With Check Separator
Write or Call for Prices
IMMEDIATE DELIVERIES FROM STOCK ON HAND
ROLAND E. LOOP
Factory Representative
815 E. Washington Blvd. PRospect 3647 Los Angeles

QUALITY AMUSEMENT MACHINES
NEW and USED
Write for Prices
▼
OUR USED MACHINES
Completely Reconditioned
LOOK LIKE NEW
▼
PAUL A. LAYMON
Jobber
1503 W. Pico St.
LOS ANGELES, CALIF.

The Vending Machine Co.

PROFITS FOR OPERATORS
WRITE FOR LATEST PRICE LIST
NEW AND USED MACHINES

Coin Operated Machines
Slot Machines
Marble Games

The South's Largest Distributors for the Worlds Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES
205-215 FRANKLIN ST. FAYETTEVILLE, N. CAR.

NEGLECT DANGEROUS

● Failure to carry workmen's compensation insurance in California may bring guilt charge.

LOS ANGELES.—Stressing the fact that ignorance of the law is no excuse and that an employer may be guilty even though he feels himself innocent, L. A. Zeigler, head of the Zeigler Insurance Agency, Inc., recently pointed out the fact that under Section 29 of the Workmen's Compensation Act employers who fail to carry compensation insurance for their employees are liable to punishment by a fine of $500 or six months in jail, or both, plus additional penalties.

Zeigler declared: "It is immaterial whether one or 100 workers are employed. Section 33, sub-section 3, defines employers as follows: 'Every person, firm, voluntary association, private corporation, officer, agent, manager, representative or other person having direction, management, control or custody of any employment, place of employment or of any employee.'

"In the following section employee is defined as meaning and including every person who may be required or directed by any employer to engage in employment, or go to work or be at any time in any place of employment. Ignorance of the law or failure to secure for any reason whatsoever, shall not be considered as a legal excuse, and there is no requirement on any state department to notify any employer'."

Zeigler further pointed out the contents of Section 35, which requires every employer to furnish a safe place of employment, adding that at the present time the Industrial Accident Commission, under whose department enforcement of the Act falls, is making a drive on non-insured employers, and that under the circumstances it is "most advisable for every employer to protect himself immediately by taking out compensation insurance. He has volunteered to explain the law's workings to any interested Los Angeles employer who will call at his office at 646 South LaBrea or who will phone ORegon 1185.

METER PLAN DROPPED

● Huntington Park (Calif.) to abandon parking idea.

HUNTINGTON PARK, Calif. — The City Council here decided that they'd better skip that nickel parking business.

At any rate, the very man who proposed the innovation, Councilman Wendell Schooling, moved that the proposal be dropped and the other members of the Council agreed. Consequently the city cannot claim the distinction of being the first in the state to use the timers.

Scores of persons and representatives of civic and commercial organizations were on hand to register their protests against a proposed ordinance which provided for a ninety-day trial of the plan.

It was pointed out that, unlike some of the Southwest cities in which meters had been successfully used, there was no isolation, even relatively so. Despite its serving a trading area of more than 67,000 population, Huntington Park is less than five miles by automobile or street car from the heart of Los Angeles, and it would be a simple matter, it was felt, to drive trade away.

Long Beach, with its actual population of 144,000 and its trading area of 300,000, will have a better chance of success in using parking meters, it was thought, since it is some 25 miles from the center of Los Angeles, and it is less likely that buying will be diverted.

MACHINES BURGLARIZED

● Marble games, cigarette vendor rifled of contents.

LOS ANGELES.—Three marble machines and a cigarette vending machine were rifled of their contents by burglars who broke into a cafe at 2500 East Florence Avenue, and two boxes of cigars and $5 in cash were also taken, according to a report made to sheriffs at the Florence Avenue Substation No. 1, Criminal Division.

No trace as to the identity of the burglars was found, but fingerprints were preserved.

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"



50 @ 7c each — Total $ 3.50
100 @ 5c each — Total 5.00
250 @ 4c each — Total 10.00
500 @ 3½c each — Total 17.50

Write for Circular on
BRASS TRADE CHECKS

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled overall size ¾" x 2½". Can have any lettering or numbering on plate within reason.

W. W. Wilcox Mfg. Co.
Established 1872
564 W. Randolph St., Chicago, Ill.

ROTARY LEGAL

◑ English court decides merchandiser is skill-operated.

CHICAGO.—From the offices of the Exhibit Supply Co. comes the word of a recent favorable decision regarding the operation of Exhibit's Rotary Merchandiser in England. Taken from an English trade paper, the decision reads:

At the Guildhall on Saturday last the Magistrate dismissed a charge brought by the police against Benjamin Rose, licensee of the "Woolpack" public house, Minories, of keeping the premises as a common gaming house, where there has been installed a machine known as "Rotary Merchandiser."

Mr. Thomas Cross, the owner, was called by the defense to demonstrate the machine before the magistrates and having succeeded in extracting a clock and petrol lighter out of six trials, the chairman, Alderman Warr, remarked that it had been clearly demonstrated that this was a game of skill, and dismissed the charge.

FREE PLAY FEATURED

● Players struck with idea of special pocket on Bally Blue Bird, report.

CHICAGO.—Reports received by Jim Buckley, general sales manager for Bally Mfg. Co., indicate that basic appeals will always maintain their hold on the public. In this instance, Buckley reports, it's the free-play-change-odds pocket on Bally's 1-shot payout or ticket game, Blue Bird, that is bringing in the comments. The report has it that players get the same kick out of the "extra try" that they secured from Ballyhoo and other early games which featured the free-play idea.

The machine features an animated odds-changer and a new "extra dividend" idea, as well. In the latter case any hole on the board may be made to pay up to 30 to 1 plus a gold award ranging as high as 40 to 1, so that every pocket is a potential 70 to 1 winner.

BETTER THAN A PUNCH-BOARD!



O.K. 5¢ BALL GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.

Capacity: 1200 BALLS

TAKES IN $60.00. PAYS OUT $30.00 IN TRADE AWARDS.

A STEADY MONEY MAKER AND WONDERFUL TRADE STIMULATOR.

PRICE ONLY $15

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.

WRITE FOR QUANTITY PRICES

D. ROBBINS & CO.
1141 DeKALB AVE. · B'KLYN, N.Y.

TWO GOTTLIEB TOP-NOTCHERS

COLLEGE FOOTBALL

Gridiron Thrills in a Payout

Here is College Footbal in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier's Field in Chicago, scene of many a championship gridiron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays as much as 16-1 and a Place Kick up to 12-1. Cash in on COLLEGE FOOTBALL popularity—order today!



$149.50

Ticket Game, $10.00 extra. Check Separator, no charge. D.C. Adaptopak, $5.00 extra. Electropak equipped (batteries optional). Equipped with New A. B. T. No. 400 Slot.



HIGH CARD

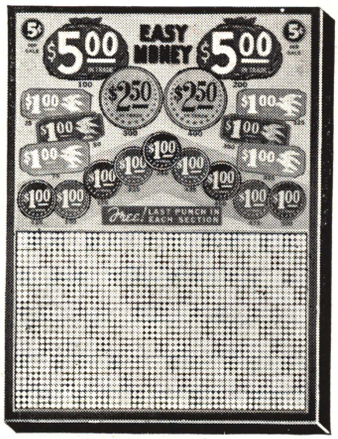
The Payout for ALL Card Fans

L yourself and your locations a winning HIGH CARD will prove to be your ace hole for profits. A game for card fans veryone! Players "go" for HIGH ause it gives them 28 chances to win me of real fascination. Odds as for Spades, 20-1 for Hearts, 16-1 nd 12-1 for Diamonds. HIGH he most elaborate playing board —striking scenes of Monte Carlo 2 beautiful colors. What a Royal oker . . . HIGH CARD is to One tic Payouts. Be sure to order

ESCALATOR
B. T. OR GOTTLIEB
LT TYPE OPTIONAL

● MOTOR DRIVEN PAYOUT UNIT

eet, Chicago, Illinois



Here It Is!

–by GARDNER

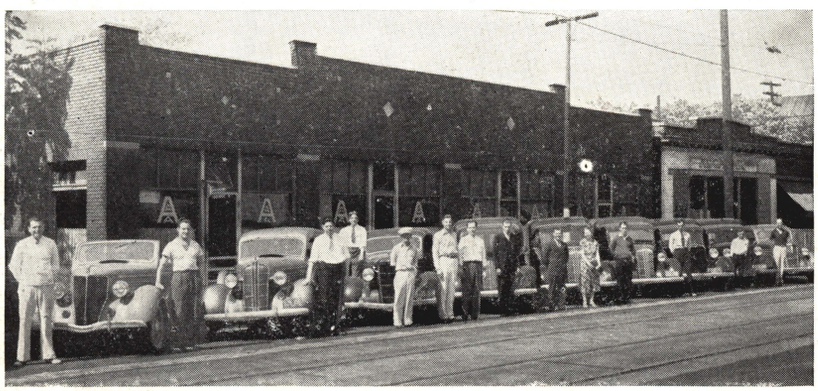
A New Fast Play, Fast Profit, 1500-Hole Board —250 Free Holes

Take-in $62.50
Pay-out 30.00
PROFIT $32.50

Order 1500 EMS—$1.41
Plus 10% U. S. Gov't Tax

Write for Broadside

GARDNER & CO.
2305 Archer Ave. Chicago, Ill.



OFFICES AND EXTERIOR of the A. A. A. Novelty Co., 2166 North Illinois Street, Indianapolis, Ind., are shown here. F. W. Bannister, well known distributor and head of the firm, stands the third from the left. Others present are members of his staff.

OFFER STILL GOOD

● **Free Buckley Golden Horses with purchase of five still available.**

CHICAGO.—What is said to be one of the most unusual deals ever offered the automatic machine industry—the gift of one Golden Horses counter machine with the purchase of five—is still available, according to a recent announcement made by Bill Woollen, sales manager for Buckley Mfg. Co. The offer was announced in the last issue of the COIN MACHINE REVIEW as being good for a limited time only.

The Buckley game is still very popular with the "customers," according to report, and the number of calls for the free machine in conjunction with the purchase of the requisite number has made a heavy production increase necessary. Production and quality alike are keeping up the pace demanded, however, Woollen declares.

ACTIVITY REPORTED

● **Johnson, Chicago manager for Epco, declares business booming.**

CHICAGO.—Basing his opinion that "the coin machine industry is set for a new boom which will send it to greater heights" on the fact that his company is receiving extra-large orders for immediate delivery, Harold E. Johnson, Chicago manager for the Electrical Products Co. of Detroit, manufacturers of Electropak and similar devices, reports a heavy increase in business in his area.

Johnson further declares that his firm is working at top capacity producing Electropaks for so[illegible] per cent of all the manufacturers [illegible]ness.

PREAKNESS GETS PLAY

● **Bally game giving awards for win, place, show, fourth, popular, according to report.**

CHICAGO. — Jubilation reigned when Ray Moloney and Jim Buckley, president and general manager for Bally Mfg. Co., got together recently. The reason, according to report, was not hard to discover. It was the appearance of preliminary collection reports on a new 1-shot changing-odds payout game known as Preakness, which gives awards on win, place, show and fourth place.

The collection returns showed, it is claimed, that the first few hundred Preakness machines shipped out show a decidedly higher daily average than has been prevalent for some months past. This shows two things, it is believed—first, that heavy cool-weather play is now in full swing, and second, that Preakness "has what the players want," action, suspense and a real opportunity to obtain worthwhile awards by skill.

From one to seven possible selections are available to the player, it is said. This is accomplished by a lighting-up of one or more numbers on the back-board at the start of the game, and the player receives his award by shooting the ball into any pocket bearing an illuminated number. Odds change every game and range from 2 to 1 up to 40 to 1.

It is reported that Preakness has considerable flash in its appearance. Its backboard is larger than usual and is designed for maximum visual appeal. The A.B.T. No. 400 coin chute, the original Bally 12-coin escalator and In-a-Drawer Mechanism are featured.

In summing up the game Moloney declared, "We expect Preakness to be another unusually long-run machine like Jumbo and it's my prediction that it will still be one of our current machines when the January show rolls around."

MAKING CONFECTIONS

LOS ANGELES.—The Operators' Vending Machine Supply Co. of Los Angeles has recently made extensive installations of new machinery in their plant and are now manufacturing their own candy-coated peanuts for the vending machine trade. Lou Feldman and Sid Bloom are partners in the firm, and the former is one of the pioneer vending machine men of the West Coast.

We Take TRADES

LIBERAL ALLOWANCES
on your old equipment toward
NEW GAMES

Write for Our Price List

PAUL A. LAYMON
Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.





WE'LL EAT OUR HAT IF . . .

Yes, Operators, We Will Chew Up and Swallow One Chapeau

if the new Mills Tycoon doesn't make you 25% more money than the first model Mills Tycoon which by universal agreement is conceded to be the greatest table money-maker in your lifetime. No strings attached! We'll swallow the whole hat, then the band, the bow, the sweat band, and all that goes with it. We make this offer not because we like to eat hats—we don't —but because

NEW TYCOON

A Miracle of Earning Power "The Fastest Thing on Four Legs"



We Know

you will agree with us just as soon as you set up one of those brisk, clean-cut, perfect operating NEW Tycoons. Think! Here's the table that has turned in earnings up to $50, $70, even $90 in a single day. Now you get it COMPLETELY REDESIGNED, an entirely new Tycoon, and it ought to be easy for this new baby to best the old model by at least 50%!

The Tycoon Chute has been improved and perfected to meet every bit of traffic that is directed at this spot. Powerful though the flow of coins be, it will stand up, perform its duty nobly, and if need be accept $40 in nickels PER HOUR when the play gets really heavy!

The scavenger key left with the location eliminates the service call formerly necessitated by a badly damaged coin being inserted. The open front door allows operator instant access to all seven coin tracks, making it easy to keep inside coin channels in tip top working order at all times.

Please realize, gentlemen, Tycoon is the ONLY PROVEN TABLE on the market with coin chute having *seven individual en-*

trances, the only simple and practical type of selector to be used in a seven play one-shot payout. It is entirely automatic, so simple that a bird could understand it, and so appealing that everybody wants to play it and never let go! And those seven slots can sure accommodate a lot of people!

New $1.50 Top

Top reward on New Tycoon is now $1.50 instead of $1.00, giving the boys a great deal more to shoot at, yet challenging the skill of shark and greenhorn alike without being soft for one or impossible for the other. Tycoon is A REAL SKILL TABLE. Very definitely the force of your shot determines what the reward will be. This is why Tycoon is operating in every skill territory and is running uninterruptedly where many other types of tables are out of the picture.

10 Day Complete Trial

Try the NEW Tycoon for 10 days. If you don't want to keep it for any reason, send it back shipping charges prepaid and we'll refund your money in full. You risk nothing—you have everything to gain.

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Printed in U.S.A.



A group of operators interested in Wurlitzer Skee-Balls, seen in front of the plant at North Tonawanda, N. Y. From left to right they are: Homer E. Capehart, Wurlitzer vice president; A. J. Navickas, Bristol, Conn.; Glen and C. C. Johnson, Flint, Mich.; S. A. Smith, Chicago; W. Wilkie, Cleethores, England; George E. Booth, Wembley, England; Ben D. Palastrant and M. J. Lockwood, Boston, Mass.; George Navickas, Bristol, Conn.



Wurlitzer salesmen and operators assembled for a special Skee-Ball convention pose in front of the factory, which is working full shifts in the production of Skee-Ball machines and Wurlitzer-Simplex automatic phonographs. In the top row, from left to right, are: R. G. Norman, W. P. Bolles, C. L. Parker, S. T. Cass, W. D. Reed, J. A. Darwin, Walter Gummersheimer, Farny R. Wurlitzer, Maurice Piesen, George E. Booth (operator), Mrs. W. Wilkie, W. Wilkie (operator), Fred Rabe, R. S. Bleekman, George Navickas (operator), M.H. Rosenberg, Glen Johnson (operator), W. C. Mossbarger, O. F. Kramer, E. H. Petering, C. C. Johnson, R. L. Haimbaugh, H. E. Capehart. Kneeling, left to right: W. R. Deaton, H. I. Drollinger, C. E. Johnson, Ben D. Palastrant (operator), M. J. Lockwood (operator), B. L. Kulick, W. F. Merchant, R. Q. Kramer, A. M. Mendez, S. A. Smith (operator), J. H. Payne, J. A. McIlhenny, A. J. Navickas (operator), J. E. Broyles, J. H. Schwartz.

SKEE-BALL MEET

● Two-day session at Wurlitzer plant marked by high enthusiasm, success predictions.

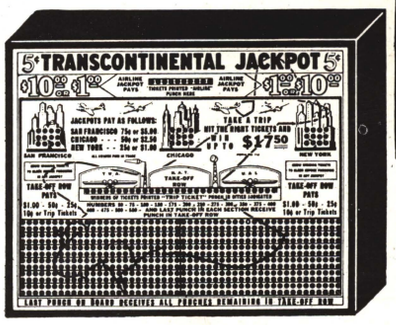
BUFFALO, N. Y.—From all over the country excepting the Pacific Coast, Wurlitzer salesmen convened here Sunday and Monday, October 4 and 5, to discuss plans for the next few months of handling Wurlitzer Skee-Balls.

In a short but successful session marked by two banquets at the Hotel Statler, Vice President Homer Capehart outlined the policies that will dictate operations for the balance of the current year. Said Capehart: "Before prohibition, the coin-operated device was comparatively unknown, but the present era has demonstrated that it fills a very definite need in entertaining tavern trade. No device yet put on the market has so successfully met this need as has the Wurlitzer Skee-Ball. It provides a game of skill, an outlet for athletic ability and a source of diversion that men and women everywhere have shown they want. I feel, and our experience in the field bears me out, that Skee-Ball is here to stay. Not only does it offer substantial immediate profits, but equal returns over a long period of time. In short, Wurlitzer Skee-Ball offers a sound investment for the operator. It has lasting appeal and it is constructed both physically and mechanically to hold up for many years without frequent service troubles that dip into operator profits.

"Realizing that the market was a permanent one Wurlitzer did not rush into it half-prepared but waited until the machine was perfected to the high standards that every Wurlitzer product must pass. We have had reason to be mighty glad we did. Wurlitzer Skee-Ball is right today, the last word from every standpoint in coin-operated bowling games. Reports from operators everywhere are brimming with enthusiasm and speak volumes from a profit standpoint."

"We are now geared to high production," Capehart continued, "Things are humming night and day. Carload deliveries are being rushed to every part of the country to meet the insistent demand and I confidently say that 5000 Wurlitzer Skee-Balls will come off the line by January 1." Capehart's enthusiasm was felt to be generally reflected by the entire sales force, with optimism evident everywhere.

TRANSCONTINENTAL JACKPOT



A HARLICH JUMBO BOARD

BLAZING A TRAIL OF PROFITS FROM COAST TO COAST

No. 712 600 HOLES

Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to $17.50.

Takes in.....$30.00
Average Payout..... 12.38

Average Gross Profit.....$17.62

Price $2.81 Each, Plus 10% Tax.

Price includes easels and 4 fraud-proof tickets.

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS



HAS FRANCHISE

● McClelland of National Amusement, Los Angeles, to handle Rock-Olo Radio Rifles.

LOS ANGELES.—Back from Chicago, where he spent a week in renewing old acquaintances, visiting plants and where he secured the franchise for the distribution of the new Rock-Ola Radio Rifle, Jack McClelland declared himself enthusiastic over the high promise of the machine and the beauty of the new Rock-Ola deluxe phonograph, the Rhythm King.

McClelland declared he inspected all the machines of the type and finally settled on the Tom Mix gun as the one he wanted to handle. He is assuming personal charge of sales for this equipment, and he reports that National is 150 orders behind on delivery due to the demands being made by operators.

Similarly, he declared that there is only one thing wrong with the new Rhythm King. "I've never seen such a beauty," he said, "but they'll have to make 'em faster. We've sold five carloads already, and so far we have received only seven machines."

McClelland claims he had a most enjoyable time, and adds that he is now an enthusiastic booster for rail travel since his second eastern trip via streamlined train has been completed. Clarence McClelland of National's San Francisco office also made the trip.

NOVELTY DEMANDED

● Lights Out reverses usual ordering of playing table.

CHICAGO. — Instead of requiring the player to light up the board Bally Mfg. Co. has reversed the usual order of things, and to win a game on the new Lights Out the player must darken the board. Back of the idea, according to Ray Moloney, Bally president, was the realization that there is a steadily increasing demand for novelty and non-payment pin games.

Odds change with every coin inserted in this new machine, and awards are based on the number of balls played so that the fewer balls there are used the higher the award becomes.

NEW PLAYER ANGLE

● Excel, new Daval game, said to indicate players' characteristics.

CHICAGO.—Remarking on the introduction of Excel, a new non-payout pin game made by Daval Mfg. Co., A. S. Douglis, president of the firm, recently declared, "Players using this machine reveal interesting characteristics and it's certainly a new angle. The conservative type of man will 'hold' on a lower number than will the reckless individual. Tests on many locations have also showed that those watching the game will often 'kibitz' and advise the player what to do, sometimes even going so far as to push the 'magic button' without really meaning to.

"Some players, who believe in their skill completely, will continue to shoot even if they have a score of 20, just for the chance of making a number one hole, although they could usually win with the score they already have. This could never have happened in the early days of pin games," Douglis points out, "for the players were not so sure of their skill. Today they take their chances, and this means the necessity of improvements in pinning the game before making a production model."

Hand-made test models have been out for about three months in various parts of the country, and Douglis reports that the new Yorker was discovered to be more prone to "take a chance" than the Mid-Westerner or the Californian. The Mid-Westerner, it was said, would be satisfied with a score of 17 or 18, and securing that, he would press the "magic button," evidently feeling that two free plays were better than trying for a higher score. The Californian, it was said, is a mixture of both the New Yorker and Mid-Westerner. "He isn't reckless," Douglis asserted, "yet he plays a 'percentage' angle. If he loses a few times and sees that he needs at least 18 to set a winning pace he'll try for that score regularly, or perhaps a 19."

Douglis further declared that he believes Excel is so constructed that it allows the players to play as they please.

GUARANTEE MADE

● New circular from O. D. Jennings Co. announces free trial plan.

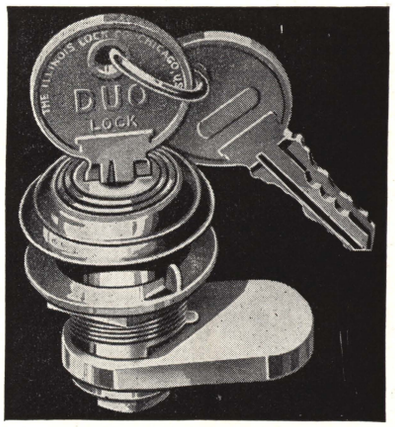
CHICAGO.—"Purchase on trial a sample of any type of Jennings machine," invites a new circular from O. D. Jennings and Co. "Keep it ten days. Test it and try it in any location. Prove its player appeal and profits. Unless you are more than satisfied, send it back in good condition (we will allow for reasonable wear) and your money will be refunded. . . ."

Further exemplifying what he means Jennings himself writes this story: "I had a fine hunting dog once. A man offered me $200 for her if first he could take her home and try her out. I said, 'Mister, I know this dog. I know she'll make good. If you will give her a good home and a fair trial, you go ahead and take her!' And the man said, 'Mr. Jennings, if that's the way you feel about your dog, there is no need to wait. I'll pay you for her now.' He wrote out a check in full.

"Now that's just the way I feel about my machines. That's why I'll let you try any or all of them, and not only will it cost you nothing, but you'll even be money ahead from your profit on the trial."

THEFTS REPORTED

NEW YORK.—The theft of Aristocrat cigarette vending machines bearing serial numbers A-3388, A-6587, A-6903, A-7711, A-11047 and A-24466 has been reported to the headquarters of the Rowe Mfg. Co., Inc. Any operator who happens to run across these machines is asked to communicate either with the COIN MACHINE REVIEW or the Rowe Mfg. Co.



FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

WARNING OP'S!

If you don't buy your coin machines from us we both lose. Get our prices before buying elsewhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.

HUBER COIN MACHINE SALES CO., 602-612 W. Van Buren St. CHICAGO, ILL.



Possible Ailments *of and* Remedies *for the* Cigarette Merchandising Machine Industry

II. Specific Arguments Against Tax on Cigarette Merchandising Machines

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This is the second article on "Procedure to Defeat Tax Proposals" prepared by the Editor of the Rowe-Gram, house organ of the Rowe Mfg. Co., Inc., and the Rowe Cigarette Service Co., Inc., of New York City.

Reader comments on this, as well as on the first article which appeared in the October issue of the COIN MACHINE REVIEW, *will be welcomed.*

•

PROBABLY the worst injustice that can be inflicted on any industry is the enactment of any legislation vitally affecting it without the legislators having a fair knowledge of the fundamentals of that industry. This is especially true in the cigarette merchandising machine industry, where legislators have proceeded to vote tax levies on equipment with indications that they have not been sufficiently well informed on the subject.

The cigarette machine industry is still in its infancy. That there is a definite need and place for a cigarette machine in our economic life today is proved by the fact that the number of machines demanded by certain cigarette outlets is increasing daily. As the pace of life accelerates with increasing desire for leisure, convenience and speed, the demand for merchandising machines for fast-moving commodities grows heavy. To impose a tax on such equipment, the necessity for which is more widely recognized daily throughout the country, is to abort the development of a thriving infant.

Returns Modest

The operation of cigarette merchandising machines is far from a get-rich-quick scheme. The individual who engages in this business makes a cash outlay of approximately $100 for each machine, including merchandise. The depreciation on the equipment alone is about 20 per cent, or about $16 a year. From information supplied by hundreds of operators throughout the country, it has been learned that the average machine will sell approximately 300 packages a month, on which there is a gross commission of 4 cents per package, provided there is no state stamp tax on cigarettes. The average commission paid to the retailer is 2 cents per package, leaving the operator a remainder of 2 cents to cover the cost of servicing the machines and to defray his general expenses which include bookkeeping, insurance, automobile expense, shortages, repairs, book matches, and so on. These costs generally average 1 cent a package, leaving a net profit, before taxes or depreciation are considered, of 1 cent or less. On this basis, the profit per machine is less than 10 cents a day or less than $36.50 a year. Thus, of the hundreds of operators in the United States, there are comparatively few who are able to show a net profit of more than $2,000 on an operation of 100 machines, which requires an investment of approximately $10,000, after depreciation and taxes are deducted. It can readily be seen, therefore, that a tax or license of any kind, in addition to the normal Federal, state and local taxes that are paid by a merchant, would absorb a large part of the small earnings of these operators, and consequently would be unjust and overburdensome.

Service and Protection

Establishments in which cigarette machines are usually placed are of the type wherein it is customary for employees to receive food as part of their wages. Employees often feel that the taking of cigarettes as well as food is justifiable. Losses to the proprietor from this source and other leakages through pilfering generally result in cigarette sales showing a loss instead of a profit. Yet such retailers are required to carry cigarettes as an accommodation to their customers, for it is a known fact that the man who smokes must have his cigarette immediately after meals, as this is the time he enjoys it most. The cigarette merchandising machine is installed in such locations on a percentage basis. The small retailer is therefore relieved of the investment in cigarettes, as well as the losses ordinarily sustained, by having a machine of this kind installed on his premises. In other words, the cigarette machine functions the same as a cash register which protects the storekeeper's money and keeps accurate check on all cigarette sales.

Most of the establishments in which these machines are installed are already paying a tax for doing business, and the fact that it is expedient for them to sell some of their merchandise through machines instead of over a counter as explained above, hardly justifies the levying of a double tax.

Penalizing Method Unfair

The operator of cigarette merchandising machines is actually a wholesaler of cigarettes, inasmuch as he performs a service identical with that of any other jobber or distributor of tobacco products. To impose a levy on this method of operation, thereby curtailing his activities, would be discriminatory legislation to the benefit and advantage of the other wholesale cigarette purveyors.

There is no more logic to imposing special taxes on automatic merchandising machines simply because they are placed in numerous establishments than there would be to impose a tax on each location to which a newsboy delivers papers, a milkman delivers milk, or the breadman delivers bread. It is not unusual for the bread company, the ice cream company and others to furnish the storekeeper with special containers for the merchandise they deliver. Large organizations such as the William Wrigley

general

the symbol of quality in
premium merchandise

Successful digger operators feature GENERAL merchandise in their equipment on this proven principle: Items of distinction yield greater returns. Ordinary stock means idle equipment. Need we say more?

IMPORTING • WHOLESALE JOBBING • NOVELTIES • GIFTS • PREMIUMS

General Merchandise Distributing Co.

Phone PRospect 9907
1015 S. Los Angeles St. Los Angeles, Calif.

ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW
PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine.
A fast seller—people buy it because they like it.

U. G. GRANDBOIS CO. KALAMAZOO, MICHIGAN

Co., and even tobacco jobbers, make a practice of furnishing display cases for the convenience of the storekeeper and to increase sales. Merely because coins are inserted in cigarette display cases does not warrant imposition of special taxes or placing them in the category of so-called machines of the gambling type.

A summary of the above arguments should indicate clearly that any proposal to tax cigarette merchandising machines merits careful study and serious consideration and should result in the conclusion that such a levy should not be imposed.

NEW HANLON PLAY

● Rock-Ola advertising manager writes one-acter about "Gopher" operators.

CHICAGO.—Tom Hanlon, former theatrical actor-producer, now engaged in handling advertising for the Rock-Ola Mfg. Corp., has returned, if but briefly, to the theatre. Hanlon has turned out a one-act play entitled "Let's Go Along Together."

Scene of the play is a phonograph location. The characters involved in the drama are Will B. Square, a "regular" operator and the hero, and I. M. A. Chiseler, a "gopher" operator, who is the villain.

In pointed dialogue the playlet tells of the meeting of the two operators, one of whom has been stealing locations from the other. Telling the "villain" that he's sure he doesn't want to be known as a "gopher" operator—one who will undermine the business by cutting the location man's expenses, stealing locations, giving larger percentages and being willing to "go for" this machine an dthat machine and generally making the deal a little thinner—Will B. Square shows Chiseler the error of his ways, and the pair become good—and ethical—friends.



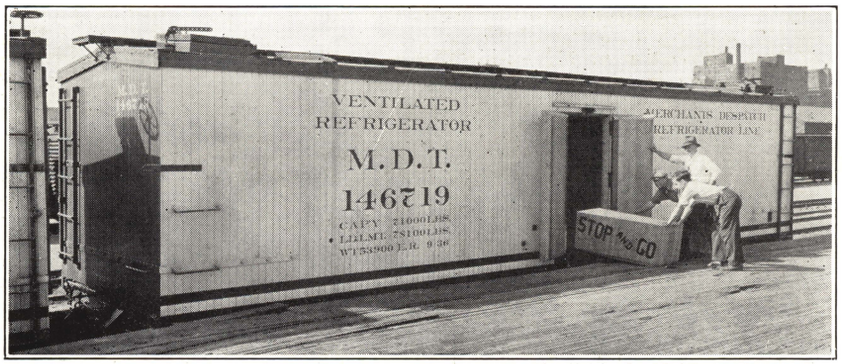
THE "JUNIOR GOLD DUST TWINS"—daughters of Max Hurvich of Birmingham Vending Co., Birmingham, Ala.—are here shown 'way down on Miami Beach in Florida where Papa Max spent a goodly supply of his gold dust helping the youngsters get that gold dust complexion.

THIEVES GET SLOTS

● Pair start off with three machines, lose one.

LOS ANGELES.—Two men, one armed with a small revolver, entered a beer parlor at 3800 West Pico Boulevard last week and carried away three slot machines on the pretense that they were illegal, according to a police report filed by Norman Christensen, proprietor.

One of the machines was found outside the building and it is presumed that one of the bandits dropped it in his haste to escape. The other two machines, according to Christensen, are valued at approximately $200.



REFRIGERATION IS NEEDED—For Keeney's new 1-ball payout game, Stop and Go, so "hot" is it, according to officials of the firm who report that many shipments are being made in refrigerator cars. Ray Becker, Keeney sales manager, looks on as the shipment goes into the car, but don't think he's not working. He's supervising!

HARRY HOLDSWORTH
Printer to the COIN MACHINE TRADE

● Follow the leadership of the best known coin machine firms in Los Angeles by letting us do your printing jobs. We *specialize* in coin machine printing.

Highest Quality Work at the Most Reasonable Price

HOLDSWORTH PRINT SHOP 128 South Alma St. AN. 16077 Los Angeles

GOING STRONG

● Wurlitzer of Calif. reports carload shipments of Skee-Balls; price upped; locations report popularity.

LOS ANGELES.—The Rudolph Wurlitzer Co. of California had several carload shipments of Skee-Ball games during October, and reports bright prospects for the future, it was learned recently. An increase in price was made November 1, chiefly because of the fact that the first models were hand operated at the time the price was established. Since the first models, of which only a few were shipped, the game has been improved to the extent that it is motor driven. This added cost in manufacture plus an increase in price of materials forced a $25 raise in price.

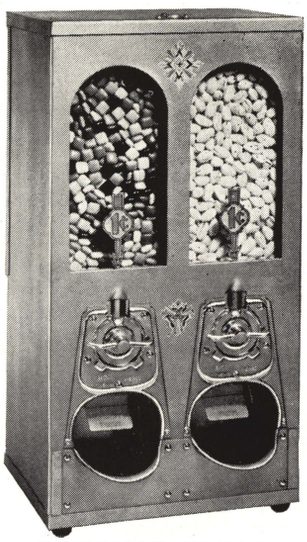
A battery of ten Wurlitzer Skee-Balls has been installed at "Chutes at the Beach," San Francisco, while Barney's Popular Cafe in Tulare, Calif., was said to have been spotted by Operator A. M. Armstrong of Hanford as a logical Skee-Ball spot. The game was installed and ran $205 in twelve days, according to report, with the result that two more games are now in operation there. Half-page newspaper advertisements are being run announcing the new play room in connection with the cafe.

NEW CATALOGUE

PHILADELPHIA.—A new catalogue of parts and supplies has just been issued by Louis Henry of 926 Lindley Avenue, this city. Copies may be secured free of charge simply by writing to Henry and requesting one. He states that if a dime is sent a supply of slug-warning labels will also be included.

ADVANCE VENDING MACHINES

110 Models



ADVANCE "DUO"

Write for Catalogue No. 36

ADVANCE MACHINE COMPANY
4645 Ravenswood Ave.
CHICAGO ILLINOIS



TID-BIT SHOP

UNQUALIFIED APPROVAL

• By Leading Distributors •

After thorough investigation leading distributors have adopted and endorsed the TID-BIT SHOP as the most practical, efficient and profitable bulk merchandising sales cabinet—complete evidence of unusual merit and exceptional sales appeal.

You, too, are urged to investigate the greater money-making possibilities of this full standard size CARTRIDGE-LOADING Venitor.

Write Today for Descriptive Circular

Eastern Distributors
CRIOLE COIN MACH. CORP.
Baltimore, Md.—138 W. Mt. Royal Ave.
Washington, D. C.—943 Eye St., N. W.
Buffalo, N. Y.—886 Main St.
Pittsburgh, Pa.—1410 Fifth Ave.
COINSWORTH CORP.
Newark, N. J.—409 Clinton Ave.
MAURER MFG. CO.
New York, N. Y.—110 W. 40th St.

VENITOR
CORPORATION
Manufacturers
TITLE & TRUST BLDG., DETROIT

CHALLIER IN CHI

● French coin machine man visiting local factories.

CHICAGO.—In order to find out what is new in coin operated machines and to complete arrangements involving the shipment of equipment he has purchased for his company, Marcel Challier, of the Novelty Automatic Co. of Paris and Marseille, France, has been in Chicago, it was learned.

Challier reported that operating conditions are especially good in France at the present time, and believes that next year will set an all-time high for the operation of coin machines.

This is his third visit to America and to Chicago. In 1935 he made his first brief visit, followed by a 4-week stay at the time of the last Coin Machine Show. His partner, Oscar Yeni, plans to attend the coming January show, it was learned, and this will be his first trip across the Atlantic.

PRODUCTION EXPECTED

● Flying trip made to demonstrate new Exhibit Chuck-A-Lette.

CHICAGO.—Several officials of the Exhibit Supply Co., headed by Superintendent Bruno Radtke, recently made a flying trip to Fond du Las, Wis., at the request of W. F. Schmidt of the Wisconsin Novelty Co., in order to demonstrate Exhibit's new Chuck-A-Lette machine which was placed on location there for several days.

It is reported that the opinion among those who gathered to watch operation of the machine was that Chuck-A-Lette will equal if not exceed the fascination offered by many of the horserace games, and by slot machines as well. Officials declare that production will begin very soon.
production department.

EXPANDS

NEW YORK CITY.—Modern Vending Co. has again expanded its offices and service facilities in connection with a new sales drive now in progress, according to a report from Nat Cohn and Irving Sommers.



SLOT BRINGS STABBING

● Barroom fight over slugging machine may bring criminal charges.

NEW ORLEANS.—Frank Trancosta, 32, of 5317 North Roman Street, faces probable assault charges in the criminal district court as result of a fight in a barroom at 514 Ursuline Street. The fight started when Elbano Gibisso, 52, owner of the place, attempted to prevent Trancosta from putting slugs in a slot machine.

Gibisso, stabbed in a number of places, is at Charity Hospital; his condition is undetermined. Walter Babb, 30, of 722 Toulousse Street, was stabbed once in the right arm by Trancosta in the general melee that followed the attack on the saloonkeeper. Babb received treatment at Charity Hospital and afterward went to his home.

After the slugging, Trancosta, police said, sought to escape and was overtaken by Patrolmen Claude Magnin and Henry Luthjens at Governor Nicholls and Burgundy Streets.

COMBINE TO DISTRIB.

● Association executive, New York distributor join to handle machines.

NEW YORK CITY.—To be known as the Fishman-Schlesinger Distributing Co. a new firm has recently been formed here. Joe Fishman, formerly executive director of the Amalgamated Vending Machine Operators' Association, and Al Schlesinger of the Square Amusement Co. of Poughkeppsie, N. Y., are the two men who have joined forces in the combine.

It is reported that Pamco's new rifleray game, Marksman, is to be featured, and the firm is slated to serve as eastern factory representatives for Pacific Amusement.

ARCADE TRAVELS

DETROIT.—Demonstrating an increasing popularity of coin machines in smaller towns, Joseph Alexander's penny arcade spent the summer traveling through Southern Michigan with the Dumas and Reid Happyland Shows. Though small, the arcade is so arranged that a maximum crowd may be handled, and it is reported that most of the time it was crowded.

GOOD FOR AMUSEMENT ONLY

• PIN GAME CHECKS •

***For* Payout Tables, Pin Games, Bells, Jack Pot Games, Etc.**
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1 per M to above prices. *Samples on Request.*
Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

STAMPING CIGARETTES

● Unit Vending Co. of Philadelphia explains method of stamping packages.

PHILADELPHIA.—The problem of applying tax stamps to cigarette packages, usually a matter of considerable grief to the individual operator, has been solved by the Unit Vending Co. who have devised what is probably as easy and efficient way as any developed. As they outline it, their method is this:

The first consideration in this task is to plan the work so that there is no lost motion, as each movement counts when it is repeated so many times during the day. To accomplish this saving in energy the cigarette cases, containing 500 packs each, cut in half, are delivered to the stamp girls. The girls work at a table large enough to give them sufficient space to stack an entire case of 50 cartons at their left. The empty half cases are then placed on a small table at the right.

Directly in front of the girls is a small frame so designed that ten packages of cigarettes, or one carton, standing on end, fit exactly. The front rail of this frame is loose, and is held in place by small coil springs at each end.

The balance of the equipment consists of a flat pan for moistening the stamps. For this purpose a large enamel baking pan about twelve inches wide and sixteen inches long does very well. In front of the pan absorbent paper—paper towels or blotting paper—is placed, and the stamps are laid on this after they have been moistened in the pan.

Placing the equipment in this fashion results in permitting the stamping to be accomplished with a minimum of lost motion. A carton of cigarettes is opened with the carton resting directly in front of the small frame described above. The ten packs are then taken out at one time and placed on end within the frame. A strip of the stamps is torn off, and by holding this strip at the left end with the left hand, and starting at the right side of the row of packages two stamps, one at a time, are pulled off by the first and second fingers of the right hand, moving in a right-to-left motion, until the ten packs are stamped. Then all ten are picked up and placed in the carton, and the carton is closed and placed in the empty case at the right.

This brief description of the method should doubtless prove valuable to operators in states where a tax stamp is required.

FOR MARBLE GAMES and SUPPLIES

▼

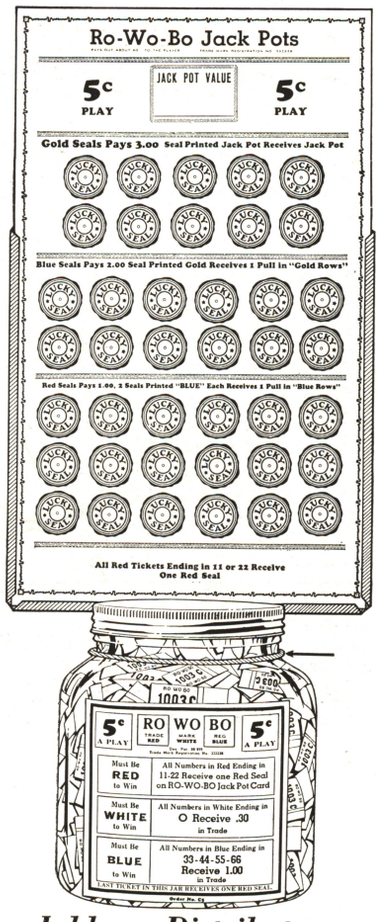
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BALL GUM • MARBLES
EVEREADY BATTERIES
We Install Battery Eliminators:
ELECTROPAK POW-R-UNIT

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Write for Our Price List

PAUL A. LAYMON
Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.

Invest $6 and make $35 !!



RO-WO-BO

Jar Deal with Jack Pot Card
WILL DO THAT *for* YOU
The $25 JACK POT does it

Each card brings in	$90.00
Average payout	55.00
PROFIT	$35.00
Complete Sample Deal	$6.00

And here's another live one!

JUMBO JAR-O-SMILES



$4.50 brings you $39.50

***Faster Than a* PUNCHBOARD**

Every 1,000 tickets averages about $39.50 clear profit. Also comes in complete combination of 20,000 tickets. All tickets sewed with 5-stitch thread.

Per Box	$ 4.00
Jack Pot Card	.50
Complete Combination	70.00
20 Jack Pot Cards	10.00

Add 10 per cent Government Tax

Jars, 25c Jack Pot Card Holders, 40c

Jobbers, Distributors . . . Write for Special Prices

WERTS NOVELTY CO., INC.

Dept. PCR, MUNCIE, INDIANA

WE DO NOT SELL LOCATIONS

TRIO ON TRIAL

● Theft charges involved in Florida court case.

MIAMI, Fla.—Gilbert St. Claire, 21, Durand F. Harper, 20, both of Los Angeles, according to their admission, and Graham Waits, 19, of Gadsden, Ala., implicated in the theft of a slot machine from the St. George Hotel, Miami Beach, were recently bound over to Criminal Court under bonds of $500 each in a preliminary hearing before Ralph C. Pole, justice of the peace. They were transferred to the county jail.

The trio was caught after planning a "raid on slot machines," according to Waits' story.

NEW MACHINE STAND

DETROIT.—Designed to support various types of vending machines, and coming in various sizes weighing from 22 to 65 pounds, a new stand has been designed here and is to be marketed by DeHart Automatic Sales, Inc., who have recently moved to new quarters on Gratiot Avenue.

INTEREST AROUSED

● Kelly, Exhibit Supply Co. head, reports popularity of firm's payout games.

CHICAGO.—Back from the Texas operators' meeting held recently in Dallas, Leo J. Kelly, president of Exhibit Supply Co., reported an enthusiastic reception on the part of operators and distributors who saw his firm's new 1-ball automatic games, Giant Movie Bank and Trap Lite.

Giant Movie Bank, entirely automatic and featuring the same principles which make beano and theatre bank nights popular, is reported as being more than a novelty game. In addition to innovations in playing ideas the company has established odds of 2 to 40 on regular plays with a chance for a self-accumulating bank pot which may reach a total of $42.

Trap Lite, too, is said to introduce many novel features with an ingenious but simple arrangement of light-up indicators for odds and payouts. Looking ahead, as a result of this visit and acclaim, Kelly declares a busy season is in store for the

LONG BEACH COIN MACHINE EXCHANGE
SALES AND SERVICE NEW AND USED MACHINES
Our Motto: *"We Aim to Please"*
1628 E. Anaheim LONG BEACH, CALIFORNIA Phone 623-278

No Place For His Girl!

By FRANK LORDEN
Mills Novelty Co.

THE OTHER DAY I was out for an auto ride with one of the operators in this section of the state, just cruising along taking our time and looking at nothing in particular, when we suddenly realized that we had gone farther from town than we had meant.

As we were passing through a very rural section, we came upon a handful of houses in a small community, doubtlessly just one of those small unincorporated villages of a few hundred people.

Off the highway, in a more or less inconsequential spot, was a small combination hamburger stand and tavern, skirting this group of houses. It honestly didn't looke like much to speak of—just another "hole in the woods" if you judged from its outward appearance. Certainly it was not the kind of place you would imagine yourself entering when you were looking for a good lively time.

"Gosh," exclaimed my operator friend, "what a dump this is! I certainly wouldn't take my girl in there."

From the appearance of the place on the outside it was apparent that the operator was right in his assumption that this tavern was scarcely the place to go for a good time.

Later in the day I found out that this very tavern that we had frowned upon as not being worthy of a second thought was one of the prize locations of another operator in this same territory. His profit from this location was more steady than any other single location that he owned, and machines lasted longer there, besides getting a tremendous play. He had installed a Mills phonograph which was pulling maximum play almost every night of the week.

True, the location isn't very impressive on the outside. True, it is neither large nor inviting. But it happens to be one of those places with an appeal that makes the customer come back again when he has once visited the location.

Not only do the people of this town make this place their popular rendezvous, but young folks from the city who like to do a little informal dancing in an out-of-the-way spot have heard that this is just the kind of place they are seeking.

Everyone appreciates the friendly, informal atmosphere which characterizes little rural locations like this one. The owners of the location are good business people and handle their customers in a way that brings them back time and time again.

From the outset, my operator friend and I were fooled by the outward appearance of the location, and did not judge it fairly. The operator voiced his objections to the place by saying that he would not take his girl to a place like this one, and, of course, would probably not even go in there himself ordinarily.

Here's the natural moral to this story: Don't pass up those locations where you "wouldn't take your girl or your wife," for they may be the best spots in the world for coin machines.

PRECISION BUILT



'Columbus' Vendors are

MADE RIGHT to STAY RIGHT

With precision tools, craftsmen model from quality materials sturdy "Columbus" Vending Machines—vendors that are built to last.

Modernize your route now with trouble-free "Columbus" Vendors. Rugged construction coupled with dependable easy-to-service mechanisms assures the operator that his route of "Columbus" Vendors will stay on the job earning him steady profits, day after day and at such a low upkeep cost.

WRITE FOR FREE BOOKLET

An Invitation

to visit our new show rooms and see the beautiful line of "Columbus" Vending Machines, to examine them carefully and see the merits of these outstanding vendors. If you can't call in person, write and we will be glad to answer your questions for you.

Distributed by

VIKING SPECIALTY CO.

530 Golden Gate Avenue San Francisco, Calif.

IMPROVEMENT OPPORTUNITY

LOS ANGELES.—Operators who want to improve their Skee-Ball scores without being embarrassed in their locations with low tallies, may do so at the games room of the Rudolph Wurlitzer Co. of California at 1025 North Highland Avenue. In extending the invitation W. E. Simmons, manager, declared that "No nickels are necessary."

SEEKS SLOT MACHINE BILL

AUGUSTA, Ga.—W. Inman Curry, City Court solicitor, announces that he will again sponsor at the next session of the legislature the slot machine bill which Governor Talmadge vetoed during the last session. The bill was sponsored by John A. Boykin of Atlanta.

CASH BOXES OPENED

VANCOUVER, Wash. — Needing cash, somebody turned to robbing pin games in Washougal recently, according to reports to the sheriff. Two machines, one in the Washougal bus depot and one in the Fritz Braun establishment, were broken open by burglars and robbed. The amount of money secured was not known.

ATTORNEY WEDS

BROOKLYN, N. Y.—Rothman's Inn at 285 Kingman Avenue, Brooklyn, was the scene of a wedding Sunday afternoon, October 25. Participants in the ceremony were Emanuel M. Cohen, attorney for the Skill Game Operators of Long Island, and Eva Korman of Brooklyn and New Haven.

SPECIAL TRADE CHECKS
Made of Brass, Steel or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	300	$7.50	500	$10.00
200	5.50	400	9.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die to be used on the reverse side.
STOCK DIES—Good for 5c in Trade: Good for Amusement Only; Good for Free Play: No Cash Value; Bottle Check 5c; Good for 5c in Merchandise.
Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.



This department is given over to correspondence from operators. All contributions must be signed. Opinions expressed in letters printed in this department do not reflect the policy of this publication but are expressions of opinion given by our readers.

San Francisco, Calif.

EDITOR, THE REVIEW:

I have had dreams of getting the San Francisco music operators to get together and form an association, but after two attempts wtih half-baked attendance I have been laying off until such a time as some of the others wake up to the abuses now going on.

There are some thirty operators here, but many do not consider it worthwhile to answer or call in response to a friendly letter.

Is there something you can say in your next issue to the San Francisco bunch to get them awakened to the benefits of an association?

Make it strong as "HORSE RADISH."

With this small number of men engaged in the same line, it would seem they should be liberal and broad in their views, to develop a real strong protective organization, without having to chloroform them to get them to meet.

THEO M. NEWMAN.

EDITOR, THE REVIEW:

I take my ink scratcher in hand to request that you publish a correction in your article in the October issue of our magazine.

In reference to the part about War Lords in Hongkong. That should say in China proper, near Hongkong. The reason I gave for the closed territory of Hongkong was and still is: "You must be a British subject to conduct a really sucecssful business in Hongkong (B.C.C.)," which is short for British Crown Colony. Independent Americans in business are tolerated as necessary, but are not welcome.

I am one of the Frisco operators who went out of business, temporarily, but I'll come back, I hope.

Another note of interest, mostly to manufacturers: If and when the marble games really take in China as a nation, the first manufacturer to get his machines going will be the only one to do much business for this reason: Within one month after the Chinese recognize the machines are in to stay there will be at least 100 firms manufacturing the same machine, cheaper than it can be shipped from the States. By that I mean only the shipping cost.

Sincerely yours,

CHAS. H. ADAMS.

Sacramento, California.

Gentlemen:

Herewith Postal Money Order for one Buck.

Please send the REVIEW for one year, beginning with the September issue, to my co-worker.

Sometimes he borrows my REVIEW and likes it so well he keeps it too long. This will put a stop to that.

If it isn't asking too much, will you please send him a card telling him that he will receive the REVIEW for a whole year with my compliments.

Yours very truly,

J. L. BRISTOW.

DELIVERY BEGUN

● Bally Mfg. Co. joins ranks of rifle machine producers.

CHICAGO.—Following several months of preliminary development work Bally Mfg. Co. began on October 20 to make deliveries of a new "radio-light" type of rifle-target machine known as Eagle-Eye, according to an announcement made by Ray Moloney, president of the firm.

Claiming a distinct advance in this class of equipment the machine is said to embody a number of innovations, including the use of eight different targets which may be shot at in motion and at adjustable speeds, or standing still. The adjustment feature serves two purposes, according to report. First, it allows for the player's particular proficiency, and second, it insures longer life by reason of the player's being able to step up the speed and repeat the thrill of overcoming obstacles.

HEY!

If You Have:

died,
moved,
eloped,
sold out,
been shot,
been born,
had a baby,
caught cold,
been robbed,
bought a car,
been visiting,
been gypped,
been married,
lost your hair,
been arrested,
been courting,
had company,
been in a fight,
gone to church,
gone bughouse,
cut a new tooth,
stolen anything,
had an operation,
been snake-bitten,

Or done anything at all, drop a line to us and let us know. The COIN MACHINE REVIEW wants to print ALL the news.

Without Peer or Rival in the Merchandise Field!

ROTARY MERCHANDISER



Universally recognized as the ultimate in trouble-free, self-regulating profit production. Why not write us today for the facts on the ROTARY MERCHANDISER?

California and Arizona Distributors:

TROY SALES CO.

2356 West Washington Blvd.
LOS ANGELES, CALIFORNIA



"Yes, Mr. Jones, you have the right ticket!
We heartily recommend Mills Railroad."

7 SLOTS • 27 PAY STATIONS • 7 SLOTS • 27 PAY STATIONS • 7 SLOTS • 27 PAY STATIO



10

60

150

100

RAILROAD

Railroad has twenty-seven pay stations, twenty-seven holes that pay out automatically. With seven different tracks, that means an average of practically four pay stations on every track.

You select your track by the slot in which you deposit your coin. If you shoot Railroad's one ball into any one of these holes you automatically get the reward marked on the hole.

There are no out holes on Railroad. It's easy to see why it's such a thrilling game. As your shot rounds the curve off the rebound spring, it has a whole board full of pay stations to stop at. But the law of averages seems to show that at least one ball in two will escape going into any of those intermediate holes—though coming close enough to give you a dozen rapid fire attacks of heart failure—and finally hit the bottom row of stations. Into one of these, willy-nilly, the ball must go, and some of these bottom stations are very choice stops.

Just the same, there are a lot of other fine stops up at the top of the board. Railroad has three $1.00 stations, one $1.50 station, and a liberal sprinkling of 80's, 60's, 40's, 20's and 10's. It's a rich board. Everywhere you look you see a payout.

As soon as you drop your coin and push the handle, a light lights up over the name of the Railroad you have selected. This light identifies the color of the strip you are playing. You are allowed to play one to seven of the lines at a time. If you play all seven you simply can't lose. If you play less than seven, the ball may go in a hole in a line you didn't select, and then that shot becomes a miss. This often happens and the hole the ball goes into looks ridiculously easy to make. You immediately select that line to shoot for on your next play, only to realize you have forgotten how you did it a moment before. Railroad is tantalizing. Agitating. Encouraging. And tremendously interesting.

Railroad has the only practical seven slot coin head on the market. It works to mechanical perfection. A year's experience with this type of slot has brought about a constant stream of improvements and added conveniences for the operator. It is simple. Convenient. Practical and reliable. And the new improved payout is a honey, too. It's motor driven.

Railroad has that appeal that means heavy cash boxes.

Railroad is supplied for either coin or check play, and can be had with Ticket payout if desired. It comes either in battery operated model, or fitted with powerpack and 25 foot extension cord which plugs into house current.

RIGHT FROM THE HEART

Railroad is such a basic game—so human, so appealing, so easy to understand—that operators, location owners and players immediately break out into natural enthusiasm on playing it. It has that essential "something" that wins the genuine cheers.

"Your Railroad is absolutely the best built machine I have ever bought in pin games. Your pay-out mechanism is certainly O.K. and when I buy a machine and just plug it in and it works, that is the earmark of a real machine.

"My first week's receipts on it exceeded receipts of a Tycoon on same spot.

"I heard several players remark about the beauty and smooth performance. Players like a good, solid machine and they want it to work—to pay when it should and to shoot properly.

"Indiana Operator."

"In regard to our experience with our sample RAILROAD machine, we are pleased to advise you that in four days on location in one of our best 'spots', the game grossed $175.00, which gave us $87.50 for the four-day run. This is the same location where we placed our first Tycoon and this is a better showing than we had with the Tycoon. Therefore, we believe that we are going to get a very good play on the RAILROADS and will advise you further as soon as the additional five RAILROADS are placed on location.

"Cordially yours, Texas Operator."

Order Now for Immediate Delivery

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO

NEW PAMCO DISTRIB.

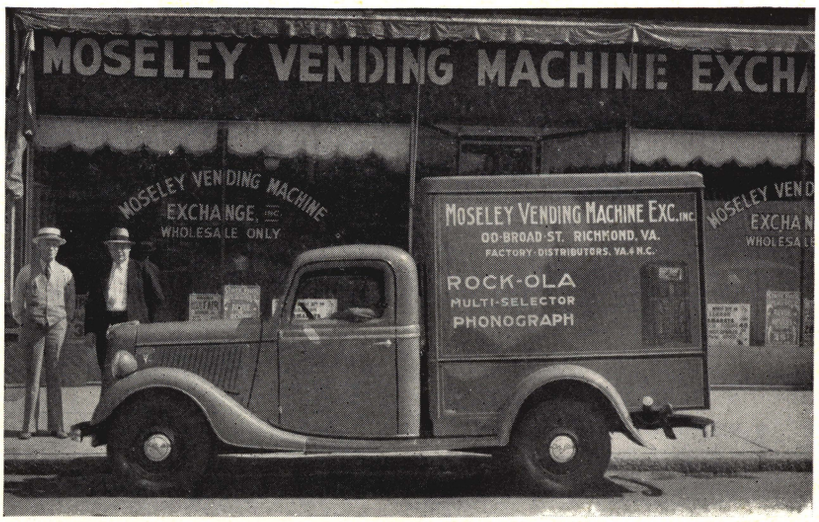
● Ben Palastrant to handle Pacific equipment in New England.

CHICAGO.—Laying down a heavy deposit to bind the deal, Ben D. Palastrant, head of Supreme Vending Co. of New England, secured the distribution franchise for Pamco Marksman and Flying Duck throughout the states of Maine, New Hampshire, Vermont, Rhode Island and Massachusetts, according to Fred McClellan, president of Pacific Amusement, who believes that the announcement will be welcome news to operators in this region.

Like other distributors, Palastrant is said to have made a thorough study of all the games of this type before he made his decision, and he ended by ordering a thousand of each, as well as securing the distribution authority.

Palastrant left word that he was extending a cordial invitation to operators to visit his showrooms and see the new gun-lite products, as well as the Wurlitzer phonographs which he handles, and the Wurlitzer Skee-Ball, which he declares has enjoyed a splendid run in his section.

Another subscriber to both the REVIEW *and the* REVIEW SUPPLEMENT *from away up in Maine is J. R. Kittredge.*



00 BROAD STREET, —Richmond, Va., is the distinctive address of the Moseley Vending Machine Exchange, Inc., headed by H. F. Moseley. The photograph shows one of the Moseley delivery trucks in front of the Moseley offices. "H. F." reports that September sales were greater than those of the first six months of this year added together, declares that his business is growing by leaps and bounds.

HIT FALL MARKET

● Western Equipment & Supply has new 1-ball payout, 10-ball novelty table.

CHICAGO. — Characterized as hitting with a "one-two profit punch," Western Equipment and Supply Co. has announced two new machines for the opening fall season of the automatic machine market. Known as Top 'Em, a deluxe 1-ball automatic payout, and Country Club, a 10-ball straight novelty table, these two are said to be among the most original amusement creations of the year, and as a result of the volume of orders now being shipped Jimmy Johnson, head of the firm, predicts a considerable business boom.

Top 'Em is said to have all the thrill and fascination of the universally popular card game of Black Jack due chiefly to the novel mechanical features which add a "1937 kick" to the old favorite. A spinning odds dial lights up on the backboard on the insertion of a coin and a big bronze ball is shot so that it rolls down any of a number of channels marked in numbers from 16 to 21, Black Jack and "bust." This number immediately registers and signifies the amount to be topped. Coming on down the field the ball must stop in a pocket with a higher number than that of the house. If the ball goes through the "bust" channel for the house the player wins regardless of his eventual number.

Country Club is said to possess all the thrills of actual golf since it was designed with that particular thought in mind. This board, too, has a lite-up backboard and the spinning, changeable odds feature. The field consists of nine numbered pockets, a double pocket, two water holes and two sand traps. Ten balls are shot and only consecutively numbered holes, starting from number one are registered. Payouts are made on scores for successfully playing the first six to the first nine holes. If a ball lands in a hazard its play is void until another ball lands in an adjacent trap, releasing both for replay.

Cabinets of both games are said to be beautifully designed and suited to the most refined location. Mechanical performance, according to report, has been thoroughly checked on test locations. Production is at full speed.

Bulk Vending Machine CANDY

Bulk Vending Machine operators, investigate our complete line of confections and candy-coated nuts, made especially for vending machines. Their superior flavor and colorful eye-appeal will help draw trade to your machines. Write us at once.

OPERATORS!

For prices, details and samples, without cost or obligation, clip and mail coupon today.

FREE SAMPLES ● WRITE TODAY

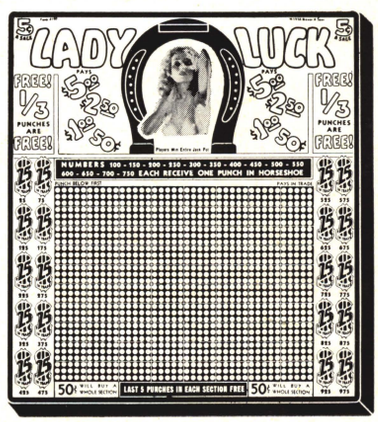
CANDY CRAFTERS, INC.
LANSDOWNE, PA.

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1200 Hole Form 4190

Takes in $40.00
Pays out 19.00

Holiday Boards, Holiday Cards, Holiday Headings

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320-32 HARVARD AVE.
CHICAGO, U. S. A.



STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

Mr. Zilch says . . .

Why tolerate batteries when you can save their cost 10 times yearly by using

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TEST PLANNED

● Santa Barbara (Calif.) slot machine suit dropped pending new case.

SANTA BARBARA, Calif.—A proposal to appeal a decision regarding the legality of slot machines to a higher state court was told in a recent dispatch from this city which announced plans for the new test case and the dropping of local court litigation which preceded the determination for appeal.

According to the report M. C. Bledsoe dismissed all injunction proceedings, by which he was seeking to restrain Sheriff Ross and Chief of Police Garrity from confiscating his 23 machines operating in the county, on the very eve of further court litigation to determine the legality of the devices.

Concurrently, A. A. Lloyd filed notice that he will appeal the decision of Superior Judge Dal M. Lemmon in failing to issue Lloyd a temporary injunction against Sheriff Ross and Police Chief Garrity, pending outcome of a suit against the law enforcement officers for a permanent injunction.

W. P. Butcher, associate counsel for both Lloyd and Bledsoe, said last night that Lloyd's decision to appeal Lemmon's decision will make a test case in the higher state courts to determine whether slot machines are legal in California.

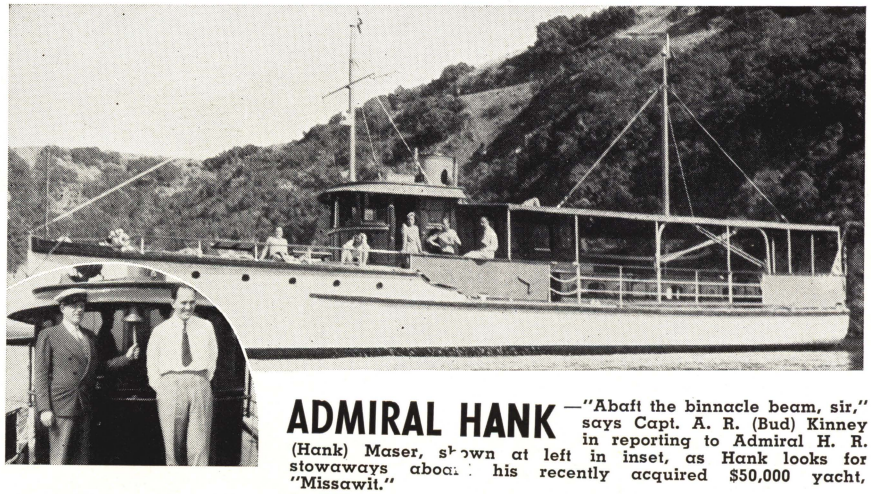
Lloyd sought an injunction only against his "horse-racing" type of machines. Because these machines are admittedly based on chance and have no factor of skill involved, it is declared possible that any ruling given by the higher state courts may not apply to all types of slot machines. On the other hand, some attorneys have expressed the opinion that the principle involved in all slot machines is that of the value of amusement received from playing and therefore a ruling on one type of machine will likely be the basis for subsequent rulings on other types.

The local slot machine cases brought by Lloyd and Bledsoe have been closely followed by operators and law enforcement officers throughout the state, primarily because no case has ever been carried to the Supreme Court in California. The Lloyd case, therefore, is expected to set a precedent in the state.

Judge Lemmon's decision in the Lloyd case was given while he was presiding here in the absence of Judge Atwell Westwick.

Bledsoe's decision to drop further litigation in his suit against the two peace officers was preceded by a ruling two days ago by Judge Edward Henderson of Ventura County that Judge Westwick was not disqualified from hearing Bledsoe's suit. Bledsoe sought to disqualify the local jurist on grounds that a series of articles on slot machines, printed in local newspapers, would prejudice him against the plaintiff.

Assemblyman Alfred Robertson is serving with Butcher as counsel for Lloyd and Bledsoe. Sheriff Ross is being represented by District Attorney Percy Heckendorf, while City Attorney Maxell Nichols is counsel for Chief of Police Garrity.



ADMIRAL HANK—"Abaft the binnacle beam, sir," says Capt. A. R. (Bud) Kinney in reporting to Admiral H. R. (Hank) Maser, shown at left in inset, as Hank looks for stowaways aboard his recently acquired $50,000 yacht, "Missawit."

MANY VISIT PAMCO

● Operators, jobbers and distribs seeking rifle franchises.

CHICAGO.—Coming from all over the country a great influx of operators, jobbers and distributors have recently been noted at the headquarters of Pacific Amusement, according to Fred McClellan, head of the firm. And the reason, he claims, is because they all want Flying Duck and Marksman.

Comparing the demand to the heigh-day of Contact and other Pacific successes, McClellan declares: "We've never experienced so great an attendance on the part of coin machine jobbers and distributors as we are right now. They've driven in from great distances, and have come by plane and train. With our new products performing so splendidly on test locations, we expect the good news to bring every coin machine jobber into our Chicago offices before many days pass."

McClellan points out the fact that both Marksman and Flying Duck are legal in every respect, and since there is no danger of confiscation a liberal-payment plan has been extended to the trade. Replacement units for Marksman are said to be stacking up and will be offered from time to time, offering new subjects at which players may shoot, and maintaining, at the same time, a high degree of permanency on location once the unit is installed.

Engineering design has made installations possible regardless of the amount of available space, since the machine may be adjusted with the gun 5 feet from the target, or 35 feet away. The actual rifle is patterned after a standard gun, and is almost identical in weight and balance. Orders are coming in in lots of 20, 50, 100 and up to a 1000 units each from dealers, according to report.

ONE-SHIP FLEET

● Hank Maser planning "maiden" voyage for newly acquired craft.

WILMINGTON, Calif.—H. R. Maser, better known as a jockey for Pace's Races than as a navigator, was in Los Angeles on a big business deal during the month and found time for a side trip to Los Angeles Harbor to inspect for the first time his newly acquired pleasure craft, the 67-foot yacht "Missawit."

Accompanying Hank south by plane from San Francisco was A. R. (Bud) Kinney, superintendent of the Hart Novelty Co. of Everett, Wash. Bud is skipper of Joe Hart's famous yacht in northern waters and also will serve in a similar capacity on the "maiden" voyage of Admiral Hank's fleet from Wilmington to its new home port in San Francisco. By a coincidence, Capt. Kinney is familiar with the "Missawit," which was built in Seattle at a cost of $50,000. The above photo of the "Missawit" lying to in the lee of Catalina Island shows its trim lines and beautiful deck house appointments. It has a spacious salon and galley forward, a luxurious main cabin aft and still a third cabin on "A" deck.

After a first wedding anniversary trip to Chicago in December and a stop-over for the Chicago show, Mr. and Mrs. Maser intend to cruise to Hawaii in February with Mr. and Mrs. Hart as their guests.

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

are you sharing profits?

Keep your earnings for yourself. Use the accepted PERMANENT replacement for batteries.

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NEW & REBUILT
GAMES

It's To Your Advantage
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PRECISION
REPAIR SERVICE

C. H. MITCHELL
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4510 W. Washington Los Angeles

The Use of Vendors in France
from 1889 to 1936

By RENÉ GODIN

IN FRANCE people have become accustomed to feel that automatic machines have been successful only because they are novelties. This success, according to common talk, can hardly be lasting, and after a few months of vogue the machines will surely be fated for dissolution, for abandonment.

We believe that the automatic merchandise distributors have demonstrated the exception to a rule which was made very general and not with any degree of authority, for certain models which have been used for periods of 20 years or longer amid dust and dirt and neglect, still perform their daily duties with a regularity which some modern machines might well envy.

But standing beside certain of these old machines, some of which date back to the last century, we find other machines which are more efficient, newer, more attractive, and which promise to change this interesting industry considerably.

In Paris there exists a firm which has devoted its entire energy and activity for more than 40 years to the exploitation of automatics for distributing merchandise. This firm still has in service machines which were working before 1900. In some other locations they have 1936 machines which, except for more efficient operation, are of no more value than the earlier models, since they bring in no greater receipts. This obviously indicates that either the average man does not care from what sort of a machine he secures his merchandise, or that habit has laid hold of him and he is most familiar with certain types and appearances. The change which is bound to come sooner or later will first call for a breaking of that particular habit or lethargy, whichever it may be.

The first machines used for distributing merchandise made their appearance about 1889. A society intended to promote their use was created for a philanthropic purpose by the president of the Society of the Stores for the Blind; not only was it the president's hope that the machines would be generally accepted and recognized, but the profit which came from them was to be used for the benefit of the organization. In making their original installations the machines belonging to the society were placed in the principal depots along the Paris-Marseille railroad. After their success they were installed in all of the resorts as well.

Today these same machines are in the same places, and since the society still runs them for commercial purposes they still play a daily and important part in the organization which was established to foster them. Even the war made no difference, either to the operation of the machines or to the men who sponsored them, for today both are the same.

These first machines were operated by a 10-centime bronze piece and by coins of other denominations, and they usually vended a tablet of chocolate or a little bag of bon-bons.

Meanwhile these machines were utilized for other purposes as well. One of the most novel of these purposes involved a publicity scheme, and the machines were used to distribute samples of various products.

"Dentol," which previously had been sold only across the counter in stores in standard bottles and flasks, was put on the market about 1905 using this selling method, and it met with a great success. The practise still finds an important place in French commerce. It is useless to say that the value of the merchandise which was dispensed from the machines was considerably more than the 10 centimes with which one got his merchandise from the machines. The house of Cartier-Bresson, in following the plan, put at the disposition of their locations the necessary containers especially labeled for this purpose, and the locations put them to use. This adaptation of the plan also met with surprising success, and the same type of box is still in use today, containing, as well as publicity, a prize easily worth 20 centimes or more.

It did not take the public long to see the advantages and values of this method, and it is reported that within a few months after the introduction a million of the boxes were distributed. If one was at all interested and observant he could see the machines constantly in use, and he could often see young girls and housewives who would slip 10 or more consecutive pieces of money into the slots of the machines. It was all most excellent publicity for the makers of the product, and the article was well-launched.

Beside the species of machine of large and massive size which we have described and which was found only in depots and public rooms, there was another machine in vogue at the time—a little chewing gum vendor in use in certain cafes. Unfortunately this device met with a relatively poor success.

We have described a type of machine which was very successful, and one which was not so prosperous. To complete the picture, lest one think that everything was beautiful for the operation of these machines, we must mention the fact that there were other machines as well which were first tolerated and then later prohibited. Realizing this it must be seen that the French industry, like that in the United States, had to meet the same problems of securing cooperation in order to give thought to the matter and to attempt to overcome the actual difficulties.

Today the distributing industry has evolved greatly and gives us a vague idea of that which is to come, of that which may be accomplished in developing it. In this particular branch of the coin operated machine industry we have made more progress during the last 26 years than was accomplished during the 36 preceding years.

But we are not yet at the summit of the business, a business in which we can scarcely perceive all the possibilities. No longer do we live in a time when huge new stores are opened. The salesperson no longer enters the picture when it comes to our buying, for he is silent and impassive, automatic and rapid. We have no need to ask him for what we want, nor does he try to sell us something else. We buy that of which we have need without opening our mouths, for our salesperson and our new store alike are completely mechanical. It is easy to imagine that in the near future all our stores will be equipped with these machines, much in the manner of the "automat" restaurants which are so popular in the largest city in the United States.

The establishment of unique prizes has shown what could be achieved by standardization of the machines and the slots, and such of these big stores as are now in existence would not have had such success if they had not believed in the future of vending machines. As time goes on there will be others who will fall in line.

Machines and the stores using them have a particular attraction now that they did not always have, and they can claim their prosperity as a result of this as well as by the fact that there are so many new approaches to distribution possibilities.

In France we have problems that are very similar to those in America, too. One of these is the problem of percentages to locations. All along it has been our ideal to have percentages uniformly fixed at 20 per cent. Unfortunately in some instances this 20 per cent has mounted to 40 and 50 per cent in certain of the coffee-houses, and we have even heard of a location being given as high as 80 per cent.

As regards the operation of other types of equipment apart from

M. Godin is editor of "La Revue de l'Automatic," trade magazine for the French coin machine industry, and organizer of the French coin machine show. His account of the history and development of the vending machine in his own country is the result of a number of years of experience and familiarity with the various phases of the business.

vending machines, we have those, too, in France. Many of the names with which the American operator is very familiar are standard here. Jennings' Duchess is operated in this country under its own name. Rotary Merchandisers are popular, and we have a number of digger machines of our own make. Rol-a-Top and Pace Comet are very well known, as are the names of "Symphonola" and "Mills." Roulette machines and coin operated photographic machines are chiefly French.

On the whole, the tastes of the French coin machine user are not radically different from those of the American. Certain adaptations have been made, naturally, to suit different conditions, but underneath it all, and comparing the histories of development, both countries may look for parallel developments in the future.

FOOTBALL POPULAR

● Seven college teams represented on Gottlieb pay game.

CHICAGO.—College football is nearing its height all over the country, and so, according to a report from D. Gottlieb and Co., is College Football, with operators cashing in on the adaptation of the college game in an automatic payout table. Action takes place on a colorfully decorated playing field illustrating a football gridiron with two teams in action, and the background is designed to represent Soldier's Field in Chicago, where many championship games are played.

Insertion of a coin in the Gottlieb Mystery Single Coin Slot gives the player from one to seven teams—last year's sectional champions—and a set of odds. Teams represented are Minnesota in the Big Ten, Southern Methodist in the Southwest, Stanford on the Pacific Coast, Princeton in the East, Louisiana State in the South, Nebraska in the Big Six and Notre Dame as the free-lance champ.

Each team has four chances to win, and when all seven teams are flashed on the light-up rack the player has twenty-eight chances to win. A touchdown pays odds as high as 40 to 1, a field goal as high as 20 to 1. A safety pays out up to 16 to 1 and a place kick as high as 12 to 1.

College Football's cabinet measures 54 by 26 inches, has as standard equipment the A.B.T. 8-coin visible escalator, Gottlieb motor-driven payout unit, mechanically adjustable award system, in-a-drawer mechanism, and mystery single coin or multiple coin slot are optional.

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

does this make sense?

Old fashioned operators still use batteries when they can do away with them forever with

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY INC.
6527 RUSSELL STREET · DETROIT, MICH.
CHICAGO OFFICE: 628 W. JACKSON BLVD.
NEW YORK OFFICE: 152 WEST 42nd STREET

PRIVATE SCOREBOARD

● Gottlieb games have individual backers; results watched.

CHICAGO.—In the private office of Dave Gottlieb, head of D. Gottlieb and Co., there stands a huge thermometer. And into the private office, after each mail arrival, go four men to look at the thermometer. One of the men is a racing fan. Another likes football. Yet a third favors cards as a pastime. The last talks baseball incessantly—day in and day out all the year around.

According to report the thermometer's register has been jumping all around the office lately, but no one minds, since each feels that it will jump next in his favor.

Actually the heat-indicator is telling which of four Gottlieb games leads in sales. Dave himself is backing Derby Day. The reason for that is obvious. Nate Gottlieb stands firmly behind College Football, and that, too, is natural, since he attended the University of Minnesota, and the team from his alma mater won the Big Ten title last year. If this is any indication, and considering the present record, he may be the ultimate winner.

But Elihu Ray, purchasing agent shakes his head. "I still think that cards provide the national pastime for the American people, and I feel sure that High Card will live up to its slogan—'What a royal flush is to poker, High Card is to automatic payout'."

Seasons mean nothing to Maurice Priestly, Gottlieb production manager, and he talks baseball and Hit Parade continually. Naturally he is firmly convinced that the latter game will win the title of "Most Popular Gottlieb Game."

It's all very exciting.



2 PLAYS for 1 COIN

SKILL DRAW . . .

The ONE Counter Machine in a HUNDRED!

There's nothing we need to tell you about SKILL DRAW except that it's mechanically right . . . every machine proven flawless before it leaves our factory . . . and backed by our absolute guarantee.

The rest you already know: The universal and lasting appeal of Draw Poker embodied in an attractive counter machine that is making Pacific Coast operators forget there ever was a game of this type before. That's how good SKILL DRAW is!

SKILL DRAW was the HIT of the Coast Show!

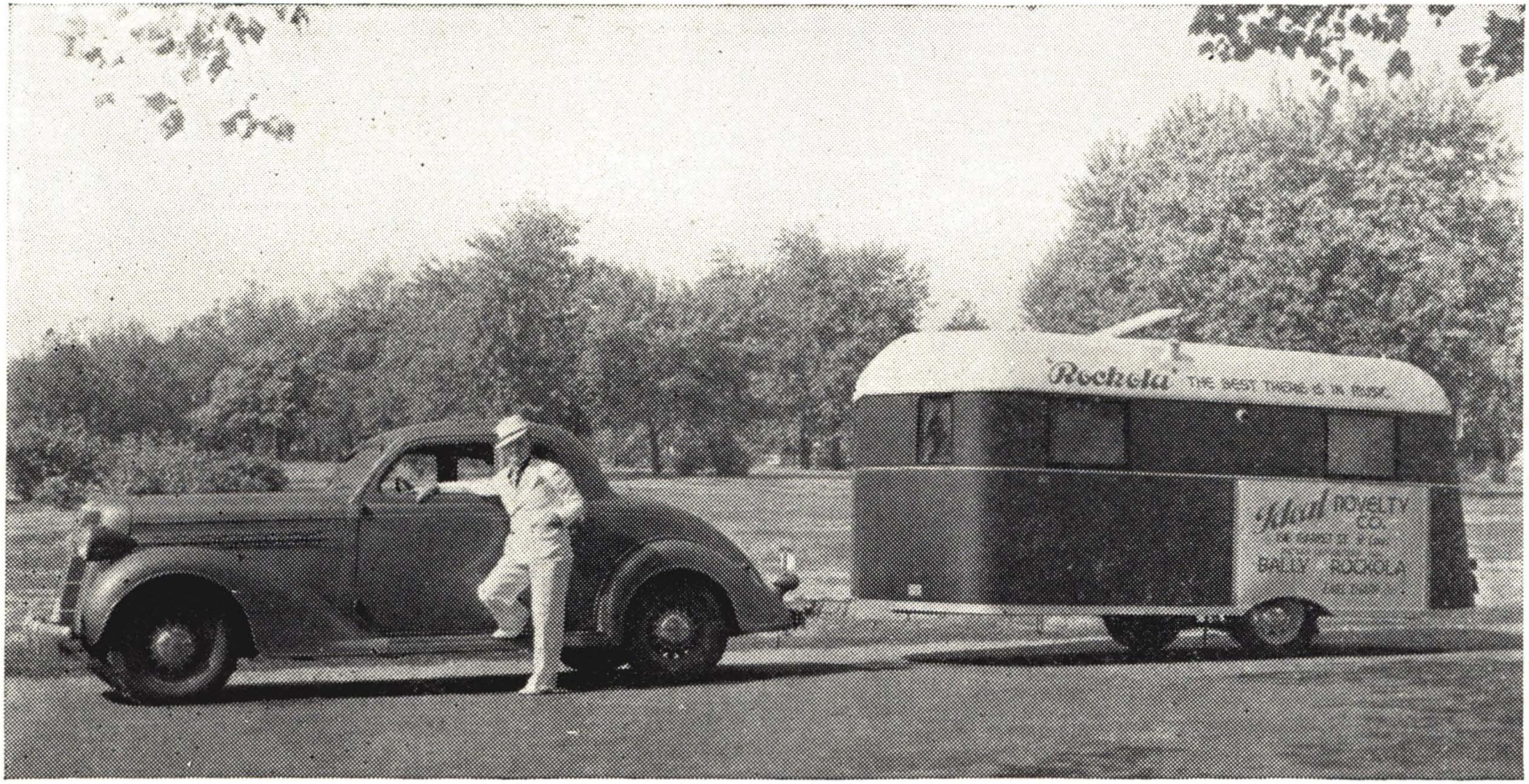
SKILL DRAW comes in straight 5c play, or also is available in four-way play to take pennies, nickels, dimes and quarters. Last coin played is always visible. Size 14½ in. wide, 10½ in. deep and 6 in. high, shipping weight 18 lbs.

We suggest that you place your orders promptly to assure speedy delivery ahead of your competitors. SKILL DRAW is priced low, f.o.b. San Francisco, at..... $22.50

Chas. Fey Mfg. Co., Inc.

1885 Mission Street

SAN FRANCISCO CALIFORNIA



NOT CAMPING—But demonstrating Rock-Ola equipment through Missouri, Kansas and Illinois for the Ideal Novelty Co. of St. Louis is Earl D. Tharp, who reports having procured excellent results with the trailer idea. He declares, also, that operators and jobbers through the section he travels are delighted with the service being given them.

REMODEL OFFICES

● Silent Sales Co. to have twice its space in refinished home, according to house-organ announcement.

MINNEAPOLIS.—The second number of *The Winner,* house organ published by William Cohen, often termed "The Sphinx," is just off the press, and included in its contents is the story that a $5000 remodeling job which gave the Silent Sales Co. twice the room it formerly had, was scheduled for completion November 1.

"Difficulties encountered in knocking out walls tied up the parade," the story says, "so that the grand opening party had to be called off till a future date." Nevertheless a party will be held when the decorations are finally completed, Cohen avers, and the new offices will really be worth inspecting.

Other items mentioned in the fine publication include stories on protection for operators against the "selling" of locations, information on bowling games, notably Bowlette and Skee-Ball, general views of the business, and briefs about personalities in the Silent Sales organization and the customers who trade there.

NEW COUNTER GAME

● D. Robbins & Co. offers new gum vendor with salesboard idea.

NEW YORK CITY.—The latest machine to be offered by D. Robbins & Co. can be operated profitably wherever salesboards are permitted, according to Robbins. The new device is known as the O. K. 5-cent gum vendor, and each ball of gum which it vends has a number between 1 and 1200, the maximum capacity of the machine.

Income from the sale of this quantity of gum is $60. Trade awards are $30, and the operator divides the $30 profit with the location after first deducting the cost of the gum itself. As all sets of 1200 balls have a different serial number, it is said to be an impossibility to cheat on winning numbers.

Finished in porcelain and reported to be highly attractive, the O. K. gum vendor requires only seven inches of counter space, or it may be attached to a wall or placed on a floor stand. In actual operation the machine acts as a cash register for salesboard sales.

NEW QUARTERS

OMAHA, Neb.—National Premium Co. of Omaha opened new offices and display rooms at 1312 Farnam Street recently.



New Spots? Here's How!

By VINCE SHAY
Mills Novelty Co.

MAKE IT a point to stand around your different locations at various periods of the day and night. Don't just assume you know how players play your machines. Stand there and watch them.

One of the things you will notice constantly recurring is players waiting for another player to get through with a machine, so they can play it, too. Offhand you might say that this is a healthy situation.

But is it? If the man at the machine is a stranger to those waiting to play, they have no idea just how long he is going to hang on to that handle. He may be there for just a few minutes or he may decide to kill an hour at the amusement. Certainly no one likes to tap the stranger on the shoulder and say, "Hey, you! How long are you going to play?"

The Unanswered Question

That question of "How long" is a very important one, however. When the impulse hits a patron to play a machine, you ought to be prepared to serve his wants immediately. He may only have ten minutes to spend in the location. The dollar he intends to play, in many cases, isn't nearly as important as the use of the ten minutes and the immediate satisfaction of the impulse.

But how can he play when someone else has the machine? He waits two minutes, maybe, then turns on his heel and leaves the place. He is not sore. He understands the other man has the right to play. He doesn't even know anything is the matter. But if you have been observing the incident, that is what you should now know: your machine has lost at least a dollar's worth of patronage.

It would be nice if you could adjust your customers to your machines—that is, have them feel the impulse to play just as someone else had left the machine. But this you know you cannot do. You have to handle people as they are, not as they ought to be. Undoubtedly, if you stick around the locations, you will find the machine having a dry spell. No one playing it. No one even comes near it. Now, if you are shortsighted you will feel badly, and you would feel twice as bad if you had two of these idle machines in the same spot.



But that is not the point at all. The real question is: How much play do you lose by not having the extra machine there when the player wants to play?

You Want Extra Locations

Now we're getting down to the point! You want extra locations. You firmly believe that the future of your business depends on your ability to secure new locations steadily—juicy spots that will keep your income ever on the increase. Maybe, while you're looking all over creation for these gold mines, a much larger treasure lies right under your feet.

Captain, survey the locations you now have! In them find all the "new" locations your little heart desires!

We put quotation marks around the "new." We mean that there are dozens of NEW locations among your old ones. Put a second, a third, a fourth, or a fifth machine there!

Any additional machine, up and running and making money, is a new location. You don't have to find a new roof. Put it under any of your old roofs!

Take One

Take one spot right now. You have three machines in it, a nickel, dime and quarter. The quarter and nickel may make most money, still the dime is an excellent investment because it gets that odd change that won't go into the nickel or quarter. Study this spot as the players go into action. You will discover many periods when there's a waiting list for that nickel model. What does this indicate? Simply that you ought to have another nickel in there right now!

The second nickel won't make more money than the first, won't in all probability make as much money. But the combined income of the two nickels will now be considerably more than the income of a single nickel. The difference between that combined income and the single income is your profit for installing an extra machine.

Now when you put that second machine in, don't expect it to be busy all the time. Just let it stand there ready to accommodate the crowds when the customers all get the playing inspiration at one and the same time. It's by accommodating these temperamental players that the machine earns its investment back in quick and handsome style.

Another Angle

Here's another angle. That extra machine gives you a new income. Will that income be as big as if you put it in an entirely new location? Perhaps not, but it need not be. For though the extra machine is the equivalent of a new location, in the matter of expense it is negligible. No extra collection expense, time, labor or general overhead to service and collect this number. It's right with the other.

All in all, that extra machine will earn you a bigger net profit than many a machine in a brand new location. Which brings us back to where we started. A simple way to find new locations is to study your old locations, and judiciously place extra machines where conditions show they are needed at different periods during the day or night.

On the West

DAVE GENSBURG, of Genco, Inc., Chicago, has been spending a little time in Los Angeles recently visiting about and studying conditions. He was accompanied by L. Y. Meyers, also of Chicago, who plans to stay on in Southern California. Leaving the city on the last of the month, Gensburg plans to return about December 1 to spend the balance of the winter. He also announced that he plans to spend the rest of his days here when the time comes for him to retire. Obviously he likes the place.

Just prior to his departure, one of his new games, Happy Days, put in its appearance at the headquarters of **Advance Automatic Sales Co.**, where he had spent a good bit of time. Not yet approved, the Los Angeles firm characterized the new game's play field as being an easterner's idea of "happy days," though not far wrong for anyone's conception of what these happy days should be, and said they believed it was destined to be a hit.

New money and new blood entered the coin machine business recently as **Kelly Bros.**, Tracy (Calif.), real estate men took up the operation of ray-shooting games.

Another new man entering this field, according to a report from the Coast offices of Pacific Amusement, is **Treffle LaSenay**, of Fresno. **Herb McClellan** in that office reports a good many inquiries from outside men regarding this new type of game, and he considers this a good indication that the business is fundamentally sound.

Mrs. Lane, wife of **Charles Lane**, of Western Vending, recently returned from a month's vacation tour of the Pacific Northwest.

Floyd "Zimmie" Zimmerman, Long Beach operator, left the day after election to visit his folks in Ohio. After this he plans to go on to Detroit to drive back a new Buick for **Ed Daveney**.

Marble man loses pants! **Bert Buehler**, Los Angeles operator, recently had all the pants stolen from his apartment, and then the single remaining pair, the ones he had on, nearly decided to give out. The burglar left all the coats but took a watch chain and some other personal items of that nature. It is reported that Buehler prefers blue trousers—if contributions are forthcoming.

Operator **Jim Boyd** left recently for a vacation visit to Idaho.

Arthur Tanguay is reported as being seriously ill.

Phil Robinson, coast representative for Buckley Mfg. Co., reports that operators everywhere seem to be enjoying a very good business with Bones, new Buckley counter dice game.

Last Tuesday being election day, all the local distributors and jobbers shut up shop to go out with their cars and help cart folks to the election booths. Civic-minded gentlemen, these.

Claude Thomason, of Exeter, has been in town, visiting **Paul Laymon's** establishment and Pamco.

Jack Wipfli, of Salinas, reported to **Paul Blair**, Pamco traveling man, on the latter's visit through that part of the country that his business was very good. He's building a new workshop measuring something like 30 by 40 feet.

Charles Berkeymeyer is said to be enthusiastic over the possibilities of installing Marksman in a good many places in San Luis Obispo.

Clarence Byron, Kenneth Wolf, Art Dawes and some other members of a party from San Diego recently stopped in Los Angeles and visited jobber establishments on the way back from a trip to Las Vegas and an inspection of Boulder Dam.

Paul Laymon reports a very good business during the past month. A.B.T.'s new No. 400 coin chute, of which he recently shipped 25 to Oregon, Buckley Bones and pay tables went very well, demand for the later coming from outside the city. He has recently added the distribution of equipment from Exhibit Supply Co. to his other lines, and in addition he is cooperating with **Jack Moore** in the sale of Seeburg machines and with **Frank Showalter** of Orange in selling Caille Cadets.



CIGAR STANDS find Daval Races both popular and profitable. The fine design of the machine shows up nicely and attracts customers, as shown here, and this particular location reports unusual profits from this machine, according to Al S. Douglis, president of Daval Mfg. Co., who is making a collection of location photographs for an operator's manual.

Art Ellis, of Ventura, has been seen about town recently.

M. C. Bledsoe, of Santa Barbara, has been in buying equipment.

Dusty Miller, of Porterville, would still like to get a hold of Bill Eiler, according to report. So would some others.

Mac and **Major Mohr** are both back in Los Angeles following trips to Chicago and Seattle, respectively. Two shipments of Rol-a-Scores have been received at their offices, and Mac reports that he secured a franchise for their distribution on his Eastern trip, as well as all Chicago Coin equipment. He also indicated that Wurlitzer phonographs are going nicely, adds that Bally Preakness, of which a shipment has just been received, looks good. Major reports that business in the Northwest is very good. While in Seattle he consummated a deal of considerable importance and size.

Mrs. Milton Swanstrom was the victim of a traffic crash in Los Angeles early in the morning of October 30. She died at the Georgia Street Receiving Hospital.

Ed Daveney, of Western Vending Machine Co., reports exceptionally good business during October, as evidenced by his purchase of a new Buick and the fact that the State Board of Education raised its eyebrows when it saw his sales tax report. The only thing to mar his pleasure is a lame ankle and a bruise behind the ear incurred in a fall. Even so, his pleasure isn't completely offset, he declares.

Jack Beaver, of Oxnard. **P. R. Hix**, all the way from Red Bluff, in the northern part of the state, and the **Stepp Brothers**,

See George Bates TODAY!

. . . OR WRITE FOR SPECIAL BARGAIN LIST OF NEW AND RECONDITIONED

PAY TABLES

We Maintain Complete Repair Service—Try Us!

BATES SALES CO.
1004 East Twelfth Street
OAKLAND CALIFORNIA

$10.54 LOTS OF 6
Sample $10.94

Silver To-na-coustic 2-Band RCA LICENSED RADIO



Rush $2.00 deposit with order, balance C. O. D., f.o.b. Chicago. Purchase price refunded within 5 days if not 100% satisfied.

Size: 15"x8¾"x6½"

FREE—New 1937 Catalog Just Off Press. Farm, Auto and Home Radios as Low as $6.70.
Send 10c for sample push-card, photo and plan. Give radio illustrated away FREE and make $10.72 on every deal.

ORDER NOW ON MONEY-BACK GUARANTEE!

Salesboard Operators! Cash in with this Beautiful Radio!

New 1937 Model. 5 tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. ONE YEAR GUARANTEE. Long and short wave. Special switch for police calls, amateurs, etc. Hand-rubbed two-tone cabinet, 3-color dial.

SOLD EXCLUSIVELY BY
SILVER MFG. CO.
612 No. MICHIGAN AVENUE, Dept. RV, CHICAGO, ILL.

from Phoenix, are more operators who have been in town after equipment.

Further news from the **Mohr Brothers** front is the announcement that the local firm stands highest among 40 distributors in the country in the sale of Gaylord fans, with New York running second. The Gaylord people have declared that the Mohr Brothers' merchandising and sales methods are to be adopted throughout the country. All Gaylord distributors are to meet in Chicago for a sales convention during the week prior to the Annual Coin Machine Show. Despite the advent of chill and rainy weather, Mac says there is still a call for the fans.

G. D. Bucknam, of San Diego, recently ordered 20 of the new Flying Duck machines.

Pamco is going to have a new road truck for display purposes. It is slated to be put into use in the very near future.

Herb McClellan predicts that with the interchangeable targets, which manufacturers are or will be making available, ray-shooting guns will safely earn good money for periods ranging from three to five years. He also points out the fact that a good many vending machine men are planning to operate games of this type, since no prizes are awarded, and they have to visit locations anyway at stated intervals. All in all, he reports that October was the sweetest business month for him in a long time. He says he sold 186 pay tables, and could have handled more if they had been available.

And the rest of the distributors join in in a more-or-less hearty chorus of good business reports.

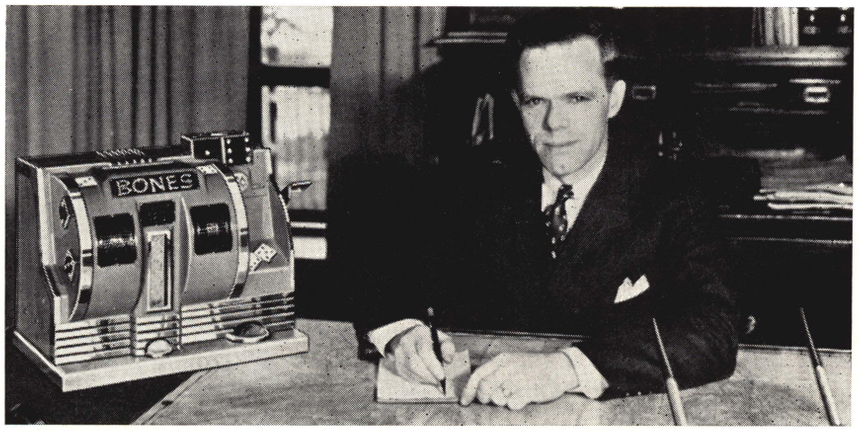
GONE AGAIN

● Taft (Calif.) editor-coin machine man re-stricken with "travelitis."

TAFT, Calif.—Arthur M. Keene, California editor, publisher and coin machine man who seldom "stays put" is now in Mexico City. He recently returned from a visit to Alaska, but it wasn't long until he was again bitten by the bug that spreads that dread disease known as "travelitis."

With Joe Carruthers, well-known Bakersfield operator, Keene shoved off by auto on election day after casting his vote in the "right" way. The pair plan to be gone two or three weeks. While Carruthers is vacationing his genial partner, Ido Banducci, will be in charge of operations, and in Taft Walter Keene, manager of the coin affairs, will keep up the good work of meeting the demands of customers there.





BILL WOOLLEN, at the sales helm for Buckley Mfg. Co., reports that his firm is geared in high for full production to meet a tremendous demand for the company's products. It is claimed that his thorough knowledge of the industry has been responsible for the unusual success of such games as Golden Horses, Diamond Mine, Mutuel Horses, Alwin, and the latest, a proven profit maker, Bones; other company officials declare that his keen judgment and foresight has been one of the basic factors in Buckley's development.

CONVENTION SET

● Chicago Show plans continue; many displays promised.

CHICAGO.—"Never before in the history of the coin machine industry has there been so much advance enthusiasm displayed by the manufacturers, distributors, jobbers and operators over the Annual Coin Machine Show as there has been this year," declared Show Director Joe Huber, recently. The convention is to be held at the Hotel Sherman in this city, January 11, 12, 13 and 14.

"All the good features of past shows, plus a number of new ones, will again be in vogue," Huber said, emphasizing the fact that "nothing will be left undone by those in charge to make this year's Show the biggest and best ever. Every operator," he added, "should make it his business to attend these annual affairs. The good and enjoyment that he gets out of them will more than repay him for the little expense to which he is put."

Chairman of the Convention Committee for the 1937 Show is N. Marshall Seeburg of the J. P. Seeburg Corp. Those who are serving on his committee include: A. G. Bradt, G. M. Laboratories; A. E. Gebert, Advance Machine Co.; Homer E. Capehart, Rudolph Wurlitzer Co.; L. W. Gensburg, Genco, Inc.; J. H. McMahon, H. C. Evans and Co.; Ted Stoner, Stoner Corp.; Ode D. Jennings, O. D. Jennings and Co.; Leo J. Kelly, Exhibit Supply Co.; D. W. Donahue, Mills Novelty Co.; D. C. Rockola, Rock Ola Mfg. Corp.; W. A. Tratsch, A. B. T. Mfg. Co.; Joe Huber, Huber Coin Machine Sales Co.

Frank Bering, manager of the Sherman Hotel, reports the heaviest advance reservation for rooms which he has experienced since the hotel first housed the convention, and he recommends that operators who want to make the Sherman their headquarters during the Show make their reservations now.

Yet another evidence of the potential success of the affair may be seen in the number of exhibitors who have already applied for reservations for display space. They include: A. B. T. Mfg. Co.; Advance Machine Co.; Bally Mfg. Co.; The Capehart Corp.; Central Pattern and Foundry Co.; Chicago Coin Corp.; Churchill Cabinet Co.; COIN MACHINE REVIEW; Coin Machine Journal; Daval Mfg. Co.; Dudley Lock Corp.; Exhibit Supply Co.; Gay Games, Inc.; Genco, Inc.; John N. Germack; D. Gottlieb and Co.; Groetchen Tool and Mfg. Co.; Guardian Electric Mfg. Co.

Others are: Hunt Clubs, Inc.; Illinois Lock Co.; International Mutoscope Reel Co., Inc.; O. D. Jennings and Co.; J. H. Keeney and Co.; Automatic Age; John Gabel; Caille Bros.; Malkin Illion Co.; The Northwestern Corp.; Pace Mfg. Co., Inc.; Pan Confection Factory; Pacific Amusement Mfg. Co.; Rock-Ola Mfg. Corp.; J. P. Seeburg Corp.; N. Shure Co.; Simmons Coin Machine Co., Inc.; Stoner Corp.; The Werts Novelty Co., Inc.; Western Equipment and Supply Co.; W. W. Wilcox Mfg. Co.

More reservations include: Mills Novelty Co.; Rudolph Wurlitzer Co.; National Vendors; Automatic World; Stewart and McGuire; Brunswick Records; C. R. Kirk Co.; R.C.A.-Victor; Decca Records; Rowe Cigarette Co.; Buckley Mfg. Co.; B. A. Withey.

PAYMENT PLAN

LOS ANGELES.—In connection with the receipt of sample games and the expectation that carload shipments would be arriving within a day or two, Herb McClellan, head of Pacific Amusement's Los Angeles office, announced a new deferred payment plan available to purchasers of either Flying Duck or Marksman, new ray-shooting target games. According to McClellan this affords every operator an exceptional opportunitly to get into a sound business, since the down payment is low and subsequent payments may be handled easily from the game's income.

HAS GAMES

LOS ANGELES.—Paul Laymon, Los Angeles jobber-distributor, announces that samples of Hollywood Electric Eye and Pamco's Marksman, new ray-rifle devices, have been received by him, and he invites operators to come in and examine them. He has had an exceptionally good business period lately, having sold a number of Ray's Tracks and a quantity of payout tables.

SEEBURG

JENNINGS

KIRK

...EVERY ONE

A WINNER...

PACIFIC

KEENEY

JACK R. MOORE

More Jack? — SEE Jack Moore

PORTLAND • SEATTLE • LOS ANGELES • SPOKANE • SAN FRANCISCO

413 S.W. 13TH AVE. 100 ELLIOTT AVE. W. 1517 W. PICO ST. 7 N. BERNARD ST. 104 GOLDEN GATE AVE.

C. R. KIRK & CO.

ROTARY
MERCHANDISER



It Clicks!

. . . with the Player

1. Greater visibility of merchandise.
2. Positive skill action.
3. Sturdily built — instills confidence.
4. Thrills unduplicated anywhere.
5. Satisfaction . . . "Let's play it again."

CRK

FINANCE PLAN

On request, we shall gladly explain all details of our extremely liberal "pay as you earn" plan.

. . . with the Operator

1. Unrivalled earning power.
2. One hundred per cent legal.
3. Mechanically perfect, cheat-proof.
4. Sustained appeal and built to last.
5. Results have proven all claims.

Distributors for Oregon, Washington and Northern California

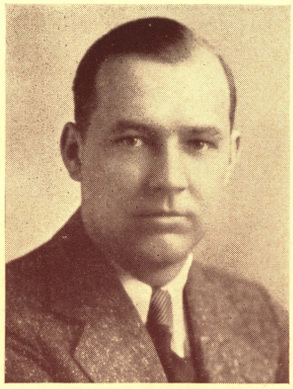
JACK R. MOORE

More Jack? — SEE Jack Moore

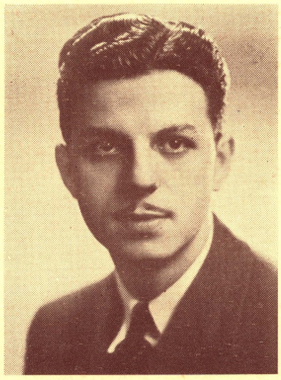
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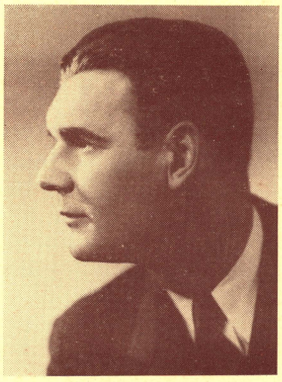
The Organization of
JACK R. MOORE



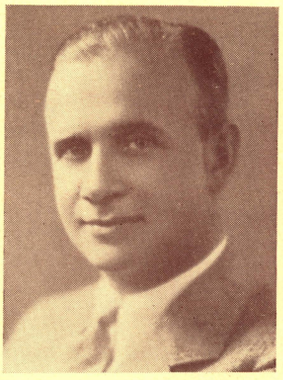
JACK R. MOORE



JOHN RUGGIERO
Asst. Mgr., San Francisco



ART BRANT
Mgr., San Francisco



LLOYD SUTTON
Mgr., Los Angeles

AS NEAR as your telephone—that's Jack R. Moore! This well known coin machine man has now completed a distributing chain that stretches along the Pacific Coast from border to border. The organization is knit into a single unit by means of a Postal Telegraph direct teletype on which conferences are called every morning and over which orders go out immediately in conformity with the firm's motto: "Get 'er Done." PXX is the Postal Telegraph call that will put any operator right onto the Moore teletype hook-up, and an operator who wants to see how it works need only remember the number and try it out—with an order.

Jack is carrying on a tradition started by his father, John R. Moore, in San Francisco, and under his capable direction it has grown by tremendous strides. Assisting Moore at various points are Herman Levin in the Spokane office; Roy Gatto, a veteran mechanical expert at the Portland main office; Lloyd Sutton in Los Angeles, formerly with the old Q. R. S. Music Co. and for 11 years with RCA; Al Gustafson in Seattle, Art Brant and John Ruggiero in San Francisco; Ralph Bent, who has skippered the "Lollypop" and who will now be aided by B. B. Moseley, a Dallas chap with Suhthun drawl and a wealth of coin machine experience.

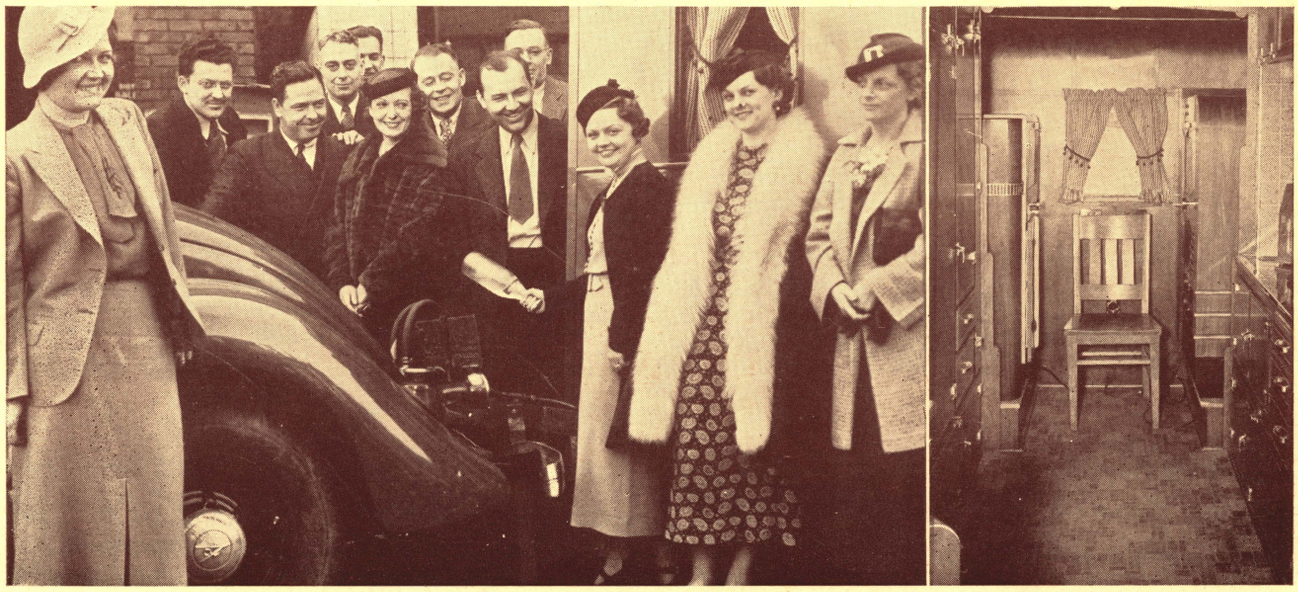
Featured lines handled by the Moore organization are: Jennings, Seeburg, Kirk Rotary Merchandiser, Pacific, Keeney and Electropak.

Personal attention is the keynote of Jack Moore as he keeps constantly on the "go" throughout the vast territory served by his coast-wide chain. Keeping his finger on the pulse of public demand for coin-operated entertainment, Jack thus knows immediately what type of equipment is "clicking" and promptly arranges his service accordingly.



AL GUSTAFSON
Mgr., Seattle

GOOD SHIP LOLLYPOP **is here shown being christened by Mrs. Jack R. Moore, as Jack himself grins broadly at her right, thinking, no doubt, of the fine volume of business the trailer would bring in from the field—a hope which has been more than justified. The interior is shown in the picture at the right, with two Seeburg Symphonolas mounted at the end of the aisle.**



WHETHER IT'S A BAZOOKA... hot CLARINET or STOKOWSKI'S SYMPHONY...



• See Paramount's Super-Production, "The Big Broadcast of 1937" now playing at Balaban and Katz Chicago Theatres. This picture features Benny Goodman, Bob Burns, Leopold Stokowski, Jack Benny, George Burns and Gracie Allen and Martha Raye.

The SEEBURG

SYMPHONOLA

RE-CREATES The TRUE TONE VALUE

AMERICA is music-conscious! Demanding superior entertainment your patrons expect the latest and the best! They would rather not listen, if phonograph renditions are inferior.

The crowd will dance and sing to the "swing" of the nation's foremost bands . . . because SYMPHONOLA reproduces music with a realism that personalizes the artists.

Manufactured by the J. P. SEEBURG CORPORATION, creators of the world's finest automatic phonographs for over thirty years, the most advanced developments in mechanism and cabinet construction have been incorporated in the SEEBURG HIGH FIDELITY SYMPHONOLA.

Four beautiful HIGH FIDELITY SYMPHONOLA models fulfill every location requirement. Your order will receive prompt shipment . . . for additional information, write to us!

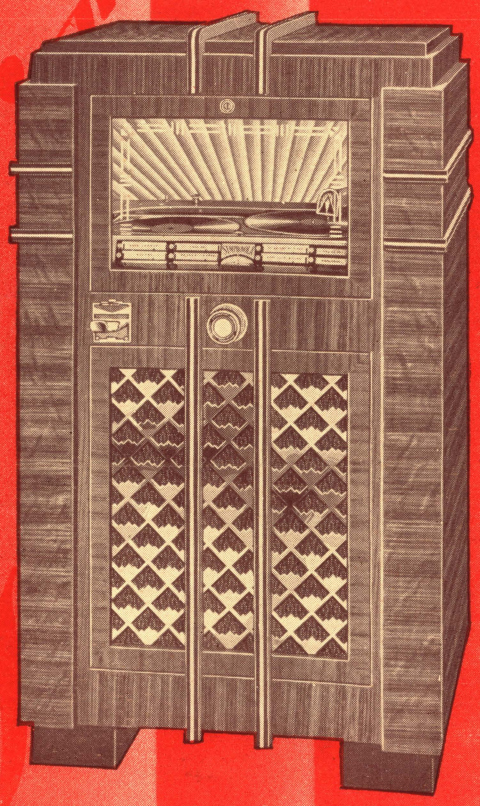
THE SEEBURG FRANCHISE IS MORE VALUABLE

J • P • SEEBURG CORPORATION 1510 DAYTON STREET CHICAGO, ILLINOIS



SYMPHONOLA "F" SUPER DELUXE

- 3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems . . . Orchestral, Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.



SYMPHONOLA MODEL "B"

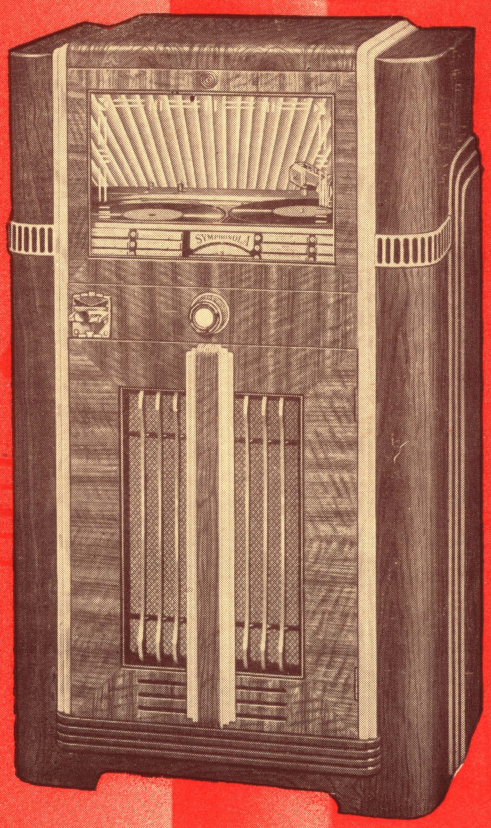
- 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



SYMPHONOLA "C" & "D" MODERNISTIC

- Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

Model "D"—DeLuxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.



SYMPHONOLA MODEL "A"

- 5 Tube Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

Western SEEBURG *Representative*

JACK R. MOORE

100 Elliott Ave., West
SEATTLE, WASH.

413 S. W. 13th Ave.
PORTLAND, ORE.

7 N. Bernard St.
SPOKANE, WASH.

104 Golden Gate Ave.
SAN FRANCISCO

1517 West Pico St.
LOS ANGELES, CALIF.

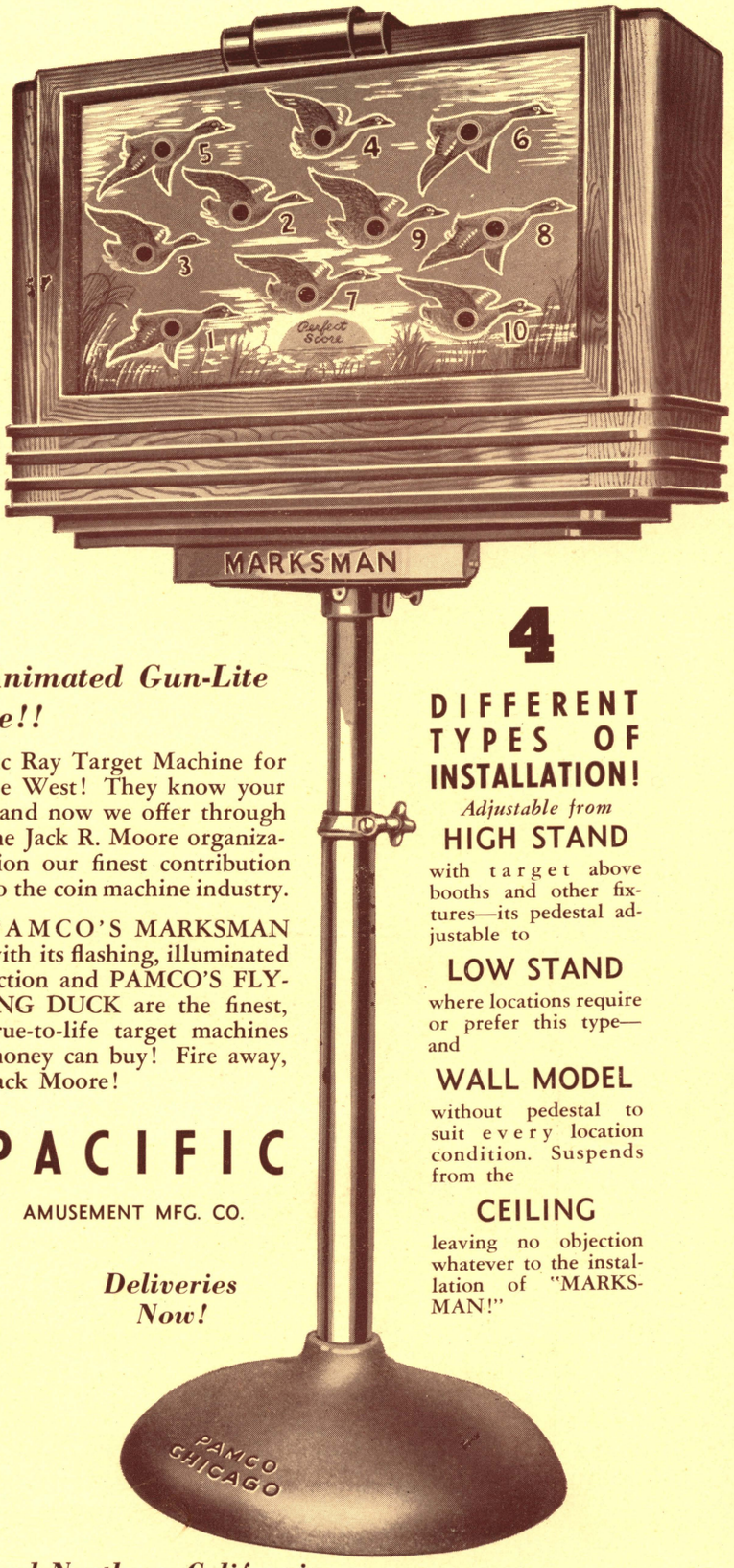
Fire Away, Jack, with

PAMCO'S

MARKSMAN

and

FLYING DUCK





. . . An Original Animated Gun-Lite Game!!

Yes, Jack, here's THE Electric Ray Target Machine for your operators throughout the West! They know your record with PAMCO games, and now we offer through the distributing facilities of the Jack R. Moore organization our finest contribution to the coin machine industry.

PAMCO'S MARKSMAN with its flashing, illuminated action and PAMCO'S FLYING DUCK are the finest, true-to-life target machines money can buy! Fire away, Jack Moore!

PACIFIC

AMUSEMENT MFG. CO.

Deliveries Now!

4

DIFFERENT TYPES OF INSTALLATION!

Adjustable from

HIGH STAND

with target above booths and other fixtures—its pedestal adjustable to

LOW STAND

where locations require or prefer this type—and

WALL MODEL

without pedestal to suit every location condition. Suspends from the

CEILING

leaving no objection whatever to the installation of "MARKSMAN!"

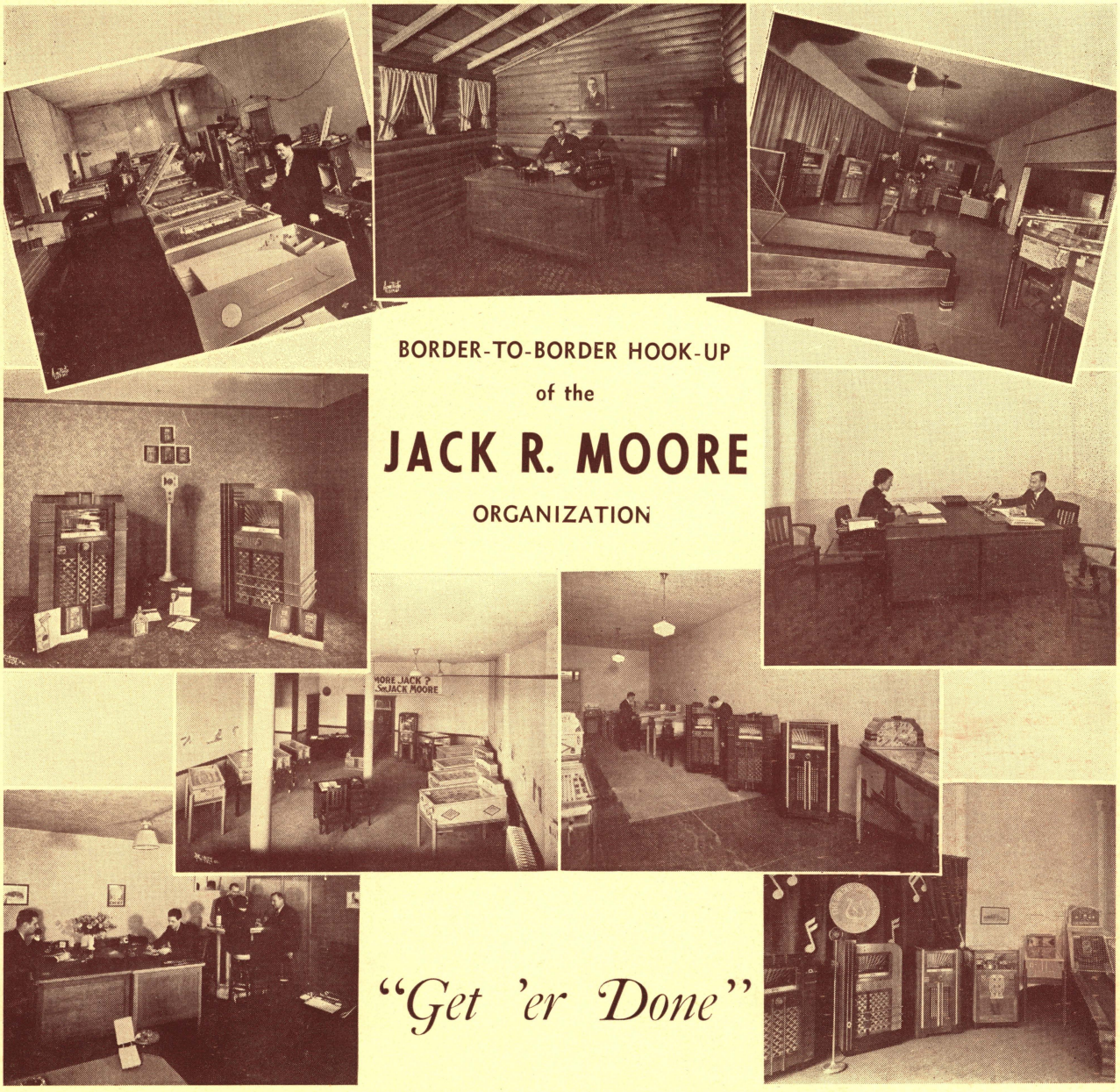
Distributed in Oregon and Northern California

JACK R. MOORE

More Jack? — SEE Jack Moore

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413 S.W. 13TH AVE. 100 ELLIOTT AVE. W. 1517 W. PICO ST. 7 N. BERNARD ST. 104 GOLDEN GATE AVE.



BORDER-TO-BORDER HOOK-UP

of the

JACK R. MOORE

ORGANIZATION

"Get 'er Done"

Pen Points on a Thumbnail . . . .

PORTLAND—Three top photos show views of the main office at 413 S. W. 13th Avenue in the City of the Roses. CENTER: Jack Moore seated at his desk in "The Cabin," unique private office. LEFT: Extensive service department, under the supervision of the veteran coin machine expert, Roy Gatto. RIGHT: Main display room with "The Cabin" in the background.

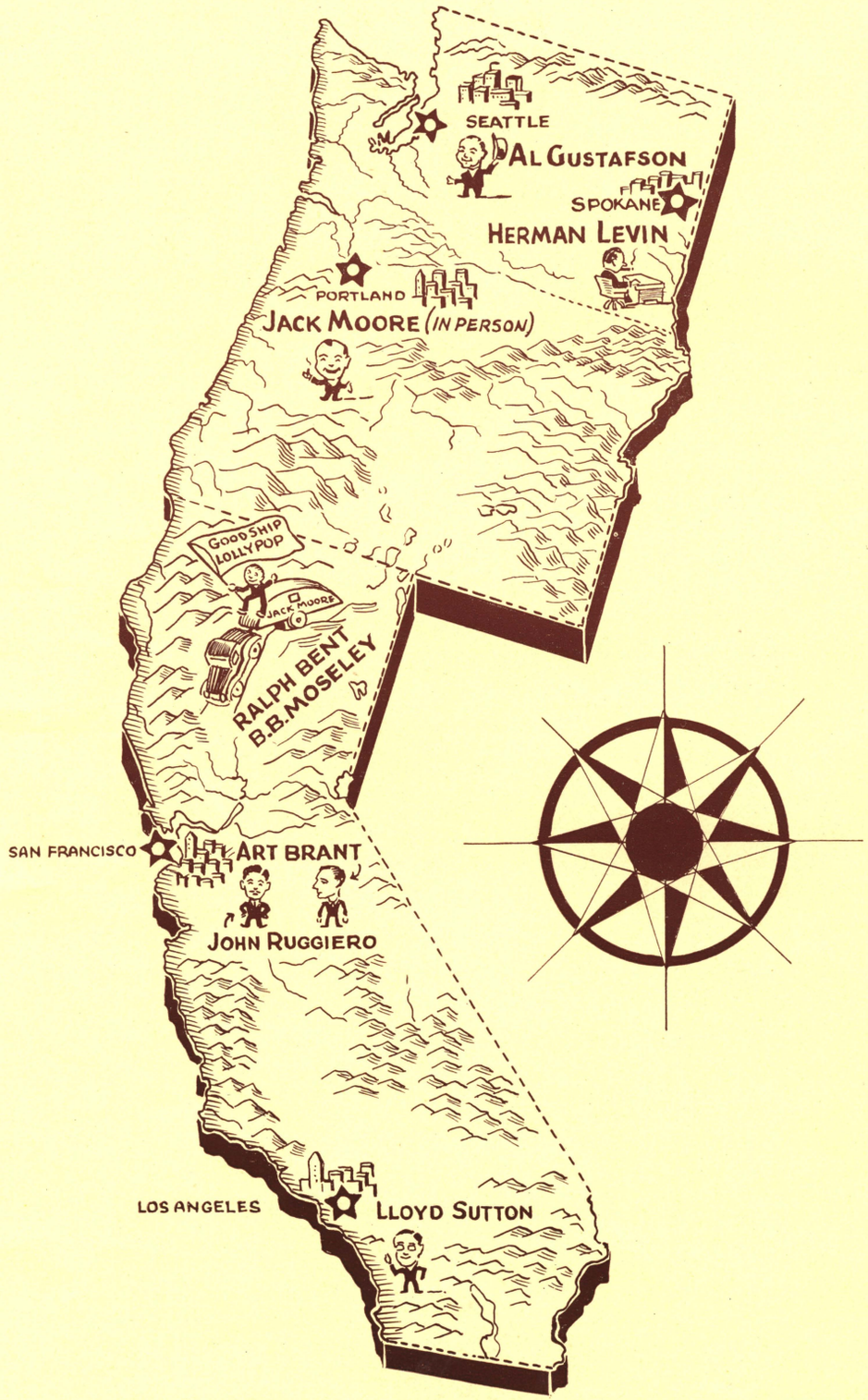
SEATTLE—Under the capable leadership of Al Gustafson, genial old-timer of the industry and one of the best known coin machine men in the Northwest, the Moore organization maintains a completely stocked branch at 100 Elliott Avenue, West—truly a pioneer distribution headquarters in the Pacific Northwest.

SPOKANE—Two camera shots at the left center show the Inland Empire branch in Washington, under the management of Herman Levin at 7 N. Bernard Street. Upper scene is the music corner, featuring the popular Seeburg phonograph line for which the Moore organization is Pacific Coast distributor. Below it is a view of the games department at Spokane.

SAN FRANCISCO—Lower photos on either side depict scenes of the San Francisco office at 104 Golden Gate Avenue, first coin machine jobbing establishment in the West. Lower left: Art Brant (left) and John Ruggiero, in charge of the branch, seated at their desks while Jack Moore dispenses some hospitality over the private bar to Mrs. Moore and G. H. Leathurby, veteran Seeburg operator of San Francisco. Lower right: Display room showing Seeburg phonographs, Kirk Rotary Merchandiser, Jennings Flicker, Keeney Bowlette and Pamco Ballot.

LOS ANGELES—Two views at right center are of the new Moore branch at 1517 West Pico Street. Upper: Lloyd Sutton, manager and a veteran in the music field, and his secretary. Below: Games department in Los Angeles.

IN THE FIELD—In addition to being linked by direct teletype service, the Moore offices are augmented by an extensive field coverage featuring the trailer showroom, "Good Ship Lollypop." Ralph Bent, formerly of the Portland office and who opened the branch at Spokane, is now supervising field service, assisted by B. B. Moseley, experienced coinman fom the South, who becomes skipper of the "Lollypop."



JACK R. MOORE

More Jack? — SEE Jack Moore

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413 S.W. 13TH AVE. 100 ELLIOTT AVE. W. 1517 W. PICO ST. 7 N. BERNARD ST. 104 GOLDEN GATE AVE.

SWING
IS THE THING



Swing . . Swing . .

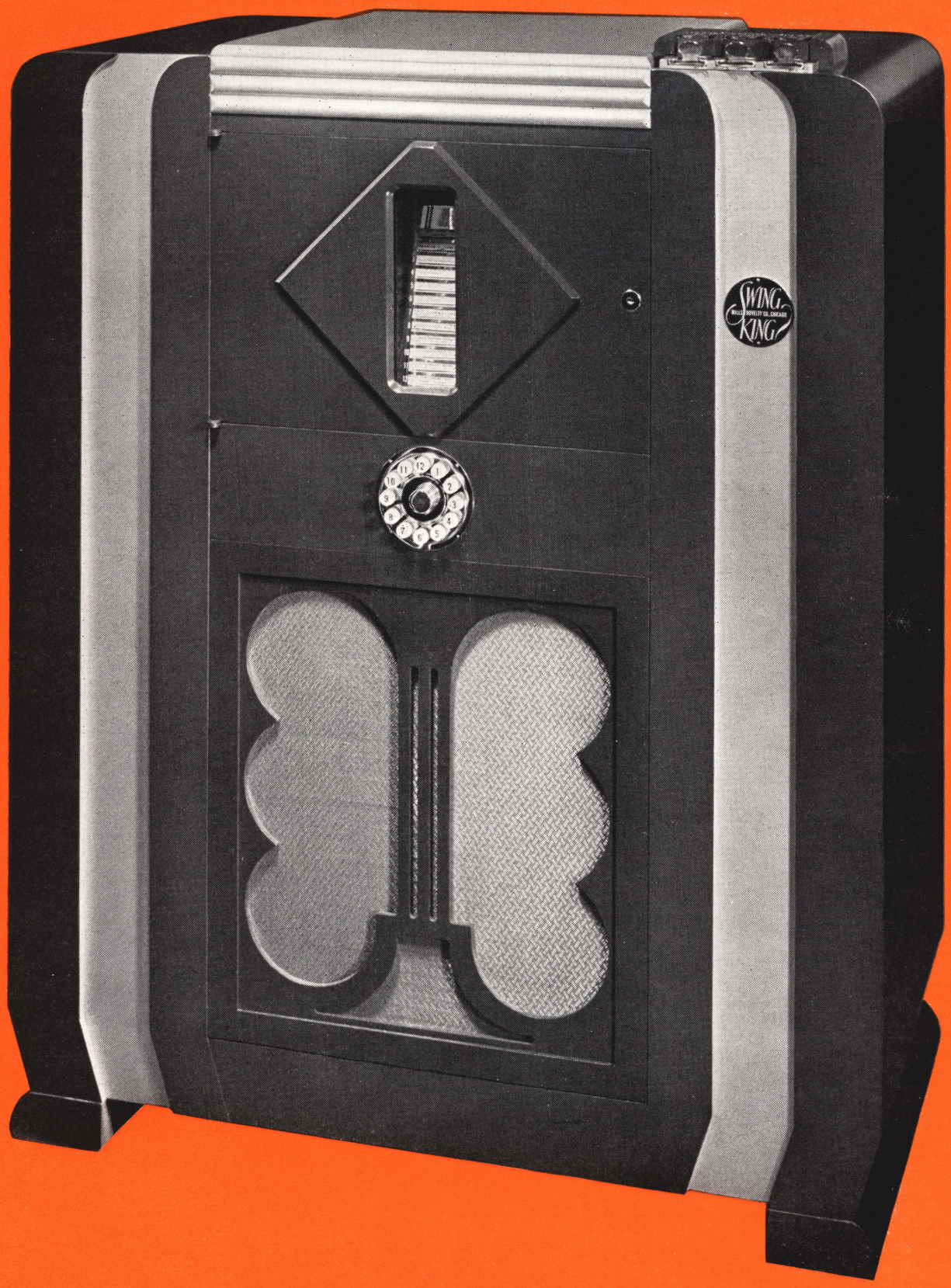
NOTHING BUT SWING!

Open up your phonograph cash box and look at the quarters, dimes, and nickels. Then please realize that every coin you see before you represents SOMEBODY'S choice of music. People dropped those coins in your instrument, not because they like to see you make money, but because they wanted to be pleased and entertained. The more you can please them, the heavier your cash box will be.

Now you are undoubtedly a student of good music, and you may positively know of several types of music that are better than SWING—but you aren't the one who drops the coins in the phonograph. Right or wrong, good or bad, whether you like it or not, the fact remains that the public is nuts about SWING—SWING IS THE THING.

The Mills Swing King is the only phonograph on the market especially designed to render this type of music with all of its exotic magnetism, its tidal-wave irresistibility, its musical impetuosity. The Swing King is a LIVING PHONOGRAPH, a 1937 instrument, far ahead of anything else in the field. Patrons, to whom Swing Music is today's god, respond at once to Mills Swing King because they recognize in its performance the first authentic mechanical renditions of Swing Music. Band and orchestra leaders, star musicians and composers, all favor the Swing King as the best reproducer of Swing Music in public locations.

Give them Swing and they'll give your instruments the HEAVY PLAY. Offer Swing King to that choice location you've been trying to get for so long! Act fast and you'll clean up with SWING and SWING KING!


SWING
KING

Swing Needs "Umpah" + Brilliance

Mills Dual High Fidelity Supplies BOTH

Dual High Fidelity is the secret of Swing King's famous SWING, the first and only true swing phonograph. It's something new in amplification; by a simple control you can accentuate all the low tones so necessary for rhythm without smothering or drowning out the brilliant high tones which carry the personality and dash of the particular band that plays the piece. A simple adjustment allows you to test out the room in which Swing King is placed; instantly you know how to set the Dual High Fidelity so that it will render the maximum of swing entertainment. Size, construction of walls, windows, floors and hangings all affect the rendition of any phonograph music, but Mills Dual High Fidelity control assures you getting the music JUST RIGHT.

This Cabinet Is Always "At Its Best!"

Swing King is just as beautiful to gaze at as it is to listen to! It has been designed for the typical phonograph location, and you simply cannot pick out a spot in which Swing King won't be the beauty center! It's smart! It's stylish, it has those swinging, dashing lines so symbolic of the music it purveys! Two outstanding color schemes for your selection: Blue, Silver and Green; or Natural, Silver and Red. Both cabinets are styled for any kind of a background. They win the spotlight through sheer eye appeal!

Impressive Program—Multiple Selection

Your eye focuses immediately on Swing King's impressive program; it is well lighted and clearly shows the choice of music. The Multiple Selector allows the player to arrange his selections in any number from one to twelve. The selected program may be instantly revised by pulling center knob.

Triple Coin Slot

This convenient, practical slot has undergone nine years of steady improvement till today it gives the perfect service required by all phonograph operators. Accepts quarters, dimes, and nickels in any number from one to twenty and plays at the rate of five cents per selection. Attractive and convenient twelve button dial on front enables player to make selection.

Adapted for Both Sampler and Radio Coin Box

Swing King is so designed and manufactured that for a slight extra charge it may be equipped with the famous Mills record sampler. The sampler will play a free tune, at any time you decide, in intervals of fifteen minutes each. This device wakes up the quiet locations, notifies everybody that Swing Music is available, often increases the intake as much as 40%.

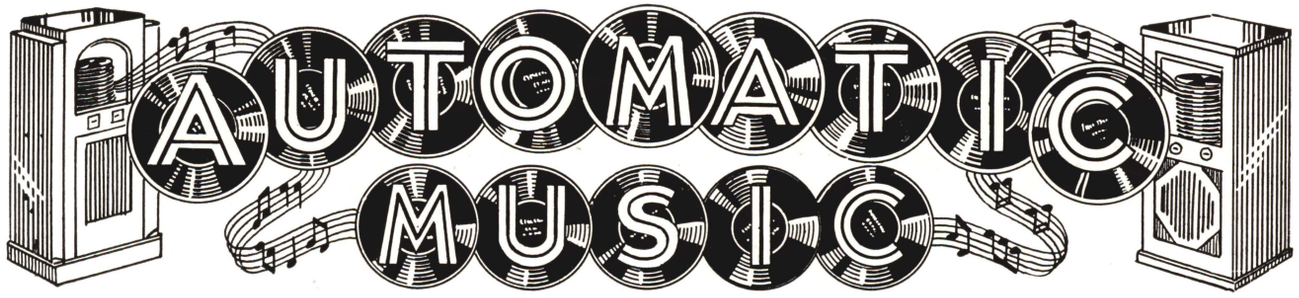
The remote control of the music by coin deposit is also available in the Swing King. On order we put a radio receiver in the instrument and furnish the Mills Radio Coin Box, which is portable and not connected to the instrument by any wires. It can be rolled to any part of the location and when a coin is deposited in it, it will play the phonograph by remote control. The spectacular quality of this device—it is an exclusive Mills Invention—often raises collections 50% and more.

Priced Low Earns Back Its Cost Faster!

Swing King, designed to fill the greatest musical demand in phonograph history, is the fastest money-maker you can lay your hands on right now. In spite of its great wealth of features, its exclusive advantages, *it's priced remarkably low.* Pay for your Swing Kings on our liberal deferred payment plan.

Order Now for Immediate Delivery

MILLS NOVELTY COMPANY, 4100 Fullerton Ave., Chicago, Illinois



HE WAS THERE

● Arthur Friedman of Hollywood Specialty Recordings witnesses explosion.

LOS ANGELES.—What would you do if, in driving your car placidly along, you were suddenly to hear a tremendous crash and feel the intense heat of a sheet of flame?

Arthur Friedman, of Hollywood Specialty Recordings, makers of Racy records, had that experience at 10:30 p. m. October 15 when a Safeway store at Ninth and Hoover Streets in Los Angeles exploded. How did he react? Let him tell it in his own words.

"I had been driving along peacefully enough with my wife in the car, when I came to the intersection of Ninth Street and Hoover. A traffic signal stopped me and I sat there waiting for the light to change. On the other side of the street the gas company had been at work installing new pipe, and the street was pretty well torn up, as I noticed.

"Suddenly, without any warning at all, there was a tremendous blast and a terrific wave of heat. A good many things flashed through my mind in the second that followed. I decided, in that space of time, that my car was on fire. At the same time, since I was already to go anyhow, I gave the car the gas and dashed across the street. It was a good thing for me that there was no car coming the other way. I didn't have time to look and see.

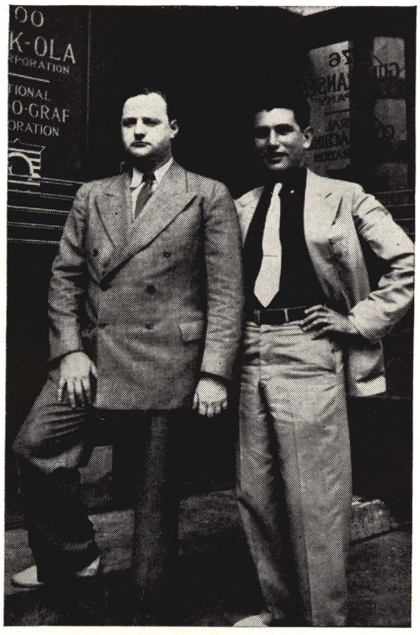
"My wife had fainted, and almost simultaneously I pulled up to the curb on the other side of the street and slapped her face to revive her. Then I jumped out of the car, pulled off my coat and threw it on the running board. Why, I don't know. Perhaps I though I was going to use it to fight the fire in the engine.

"Then, suddenly, I realized that the car *wasn't* on fire, but on the other corner, where there had been a Safeway store, there was now only a mass of flames. And the people! A moment before my wife and I had been the only persons on the street. Suddenly the street was crowded black with spectators.

"It took only two or three minutes, I think, for the whole building to burn to the ground, a total loss. Then I got a chance to look at my car. The whole side was white from bits of plaster and mortar that had been blown at it, and suddenly I realized that the car window had been open, and the side of my face was all white, as well.

"As I look back on the affair I think now that I must have had a split-second sense of danger, and in that time I must have gotten the car under way before the explosion took place. Otherwise I don't know whether we would have escaped or not. At any rate, I don't ever want another experience like that."

Gas company officials later decided that gas had leaked into the store from the spot where the main was being changed, filling it, and that combustion had set off the blast.



CARL TRIPPE—**Owner and general manager of the Ideal Novelty Co. of St. Louis, is shown here with his chief assistant, Jack Rosenfeld. Trippe, according to report, is selling more Rock-Ola Multi-Selector phonographs every month than he had expected to sell during the entire year when he assumed the post of distributor. The pair recently visited the Rock-Ola plant and ordered a series of weekly carload shipments of the instruments.**

SLAUTER WITH MAPE

SAN FRANCISCO.—H. L. Slauter of San Bernardino, Calif., experienced in phonograph operating over a period of several years, is now associated with the E. T. Mape Music Co. of this city, in the Wurlitzer-Simplex department. On October 15 this firm took delivery of its tenth carload of Simplex phonos in four months. Mape reports operating conditions good in Central California.

MARANISS IN L. A.

LOS ANGELES.—Chick Maraniss of the head office of the R. C. A. Mfg. Co., Inc., of Camden, N. J., spent several days in Los Angeles recently consulting with officials of the Hollywood recording plant. Maraniss is making a swing around the country visiting dealers and distributors in the interest of Victor and Bluebird records.

WURLITZER VISITORS

● Simplex phonographs said to be attracting throngs.

NORTH TONAWANDA, N. Y.—"Considering that sales of Wurlitzer-Simplex automatic phonographs will run close to $15,000,000 in 1936, it is not surprising that the huge Wurlitzer factory is attracting visitors from all parts of the world," commented Ernest C. Petering, sales manager of the Wurlitzer-Simplex division, recently.

Petering was pointing out the fact that during the last few days of September and the first few days of October, Wurlitzer played host to four visitors all the way from England, and that during that same period a great many operators had appeared bringing employees and guests to visit the plant.

From England came Mr. and Mrs. George Booth of Automatic Equipment Co., Ltd., Skee-Ball distributors for the British Empire, Wembley, and Mr. and Mrs. W. Wilkie of the East Coast Automatic Trading Co., Ltd., Cleethordes.

Among United States operators who toured the factory were: Charles E. Bates, Musical Service, Wheeling, W. Va.; Ellsworth Hice, J. & A. Music Co., Asbury Park, N. J.; Mr. and Mrs. William H. Neuman of Juneau Routes, Wis.; R.A. Santoro and Ralph A. Potter of Santoro & Potter, Holley, N.Y.; Frank J. McGarry, Buffalo, N.Y.; and John Corbett, Rochester, N.Y.

Other operators and guests included: Eddie Ross, Oriole Coin Machine Corp., Baltimore; Misses Bessie Tammue and Sarah Kolker, also of Baltimore; Mr. and Mrs. Hirsh DeLaviez, Oriole Coin Machine Co., Washington, D. C.; Mr. and Mrs. William Ross, Oriole Coin Machine Co., Pittsburgh; Mr. and Mrs. Art Nagel and Grant Colton of the Cuyahoga Music Co., Cleveland. Wurlitzer distributors and Wurlitzer district managers were frequent visitors to the plant, and usually, according to Petering, they brought with them some sizable orders.

Other visitors included Larry S. Harris, Amusement Park Management, New York City; S. A. Loeb, president, and W. T. Croysdell, district manager, Webster Electric Co., Racine, Wis.; S. A. Smith, Chicago, and Maurice Piesen, both operators.

"It is only natural that our friends should like to visit us," Petering declared, indicating the list. "The Wurlitzer plant is one of the most beautiful manufacturing establishments in America. It is one of the show places of the Niagara Frontier and right on the road to the Falls. Consequently, when our friends come east to visit this wonder they drop in on us, and we in turn are always glad to see them."

How's this for Good Luck—Subscriptions from Central Amusement Company in Kansas and The Kemo Novelty Company of Wisconsin.

Oregon presents us with a new subscriber, William M. Barry.

PHONOGRAPH OPERATORS

The VELVETONE

is an improved

2000-PLAY NEEDLE

It gives you better tone, longer wear and greater record life.

L. E. TURNER

1229 Park Row Building

NEW YORK, N. Y.

STUDIO NOTES

. . . all about the disc music-makers

By A. LISSNER

MOST OF the comments this time are centered around radio personalities and their air adventures, and it really behooves the operator to know what the boys are doing because the chances are at least 10 to 1 that the tunes that click best on the automatics (that means the ones that bring in the most nickels) will be those made by radio favorites. It's perfectly natural, too, since the radio often plugs a movie number before it is seen on the screen, and the radio still continues to play the picture songs after the picture has been seen at the neighborhood house. In the majority of cases, too, it is radio which makes or breaks a band.

Vincent Lopez supplied the background for the Floyd Gibbons air show which opened October 3. He's also airing his tunes over WABC at midnight Sundays and Thursdays . . . In a recent Packard broadcast (Fred Astaire-Johnny Green) Astaire gave a plug for his "Swing Time" records. That didn't hurt the automatic business any, either . . . Nat Brandwynne will be heard over WOR this fall . . . Joe Reichman, they say, can take his pick of noted network spots in three big cities . . . . Kay Kyser entered the big league of radio commercials this month for the Elgin Watch Co. . . .

Duke Ellington spent a recent week at the Howard Theatre in Washington, D. C. . . . Art Shaw moved his "Sweet Sing" band from the Hotel Lexington to the French Casino (Newyork City) this month . . . The Hudson-DeLange ork played dances in and around Boston during September . . . Cab Calloway is the headliner at the Cotton Club which was moved this month to the heart of Newyork's Broadway from Harlem where it first become world-famous. . . .

Johnny Johnson has had his recording contract renewed for another year . . . Rudy Vallee and his Connecticut Yankees had a successful return engagements at Newyork's famous Hotel Astor Roof when the Astor's guests insisted upon it . . . It is reported that Joe Haymes is now in Chicago. Leo Feist has signed him to an exclusive composing contract which calls for a series of swing selections. At the same time an exclusive contract with the American Record Corp. was renewed. . . .

From a recent newspaper clipping: ". . . tastes is tastes. But it would be criminal to refrain from stating emphatically that you have failed to cock an ear at Fifty-second Street's Onyx Club (Newyork City), where Stuff Smith, the violinist, Jonah Jones, the trumpeter, and Cozy Coles, the drummer, do it nightly with the rest of the orchestra."

And while this column is about it, it wants to put in two strong plugs of its own: First for Brunswick's "Medley of 'Swing Time' Selections" played as piano solos by Johnny Green. If the spot looks like it might be at all intellectual they really ought to eat this one up, for Green's music has tricky rhythms galore and he certainly makes the most of the melodies. Second for Victor's "Micky Mouse's Birthday Party" and "Nursery Rhymes" played by Wayne King. Very neat for fox trots these are, and 120,000,000 Mickey Mouse fans can't be very far wrong. Oddly enough, the most sophisticated dancers seem to "go" for "Nursery Rhymes," which is not a children's record exactly, but a swell fox trot made up of tunes that everybody has known and loved for years. The warning word, "sophistication," applying to both of these discs means, of course, not for beer spots, but almost anywhere else. . . .

Billie Holiday—said, by John Hammond, Jr. (American authority on "swing" music) to be the "greatest thing of her kind, has been signed by Brunswick and will record exclusively under the Vocalion label. . . .

33,000 A YEAR

● Phonograph operator reports tremendous play on instrument.

LOS ANGELES.—At the expiration of 12 months of operation, Roy Huddle, Los Angeles music operator, has an instrument on which the total meter reading is 33,786. Huddle states that approximately 600 meter readings were run up in changing records, leaving a total of 33,000 plays by customers.

A careful check of the instrument, a Wurlitzer-Simplex, shows no wear on the parts, and Huddle is looking forward to several more years of service from his "record-breaking play" instrument.

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Tin Pan Alley Moves

Hollywood today is writing the song hits of the nation. Broadway's stage and its "Tin Pan Alley" contribute but little to the catalogue of hit tunes. Another chapter in history of American music.

TIN PAN ALLEY has moved! Not just across the street, nor around the corner, nor upstairs or down. Tin Pan Alley has really moved, and a thorough job it was, too. Gathering up her figurative skirts Tin Pan Alley literally flew away. And where did Tin Pan Alley alight?

Tin Pan Alley went Hollywood.

Some time ago the COIN MACHINE REVIEW told the story of American popular music. That story was unfinished, just as history is always unfinished. There is always something which the years bring about to make additions necessary. Such is the case with popular music.

True enough, American popular song was born of Tin Pan Alley, was nourished and "raised" by Tin Pan Alley. But the time came when popular song wanted to make its own way in the world, leaving the nest and the "mother" who bred it. In Hollywood it began to make good, and Tin Pan Alley promptly gathered her skirts and flew to Hollywood to see that the film city did right by her offspring.

So it is that Tin Pan Alley's new home is located in Culver City at the Metro-Goldwyn-Mayer Studios, and in Westwood Hills at the Twentieth Century-Fox Studios, and on Gower Street at Paramount and R.K.O. and on Sunset Boulevard at the home of the Brothers Warner and, farther west in the offices of the music publishers.

But no longer can one, tracking down the new haunt of the songwriters, hear the jangling pianos and the vocalizing song-pluggers singing off key or in many keys. If the creation of the new song hits is not done in silence, at least it is done in sound-proofed roms. Not only has Tin Pan Alley moved, but in moving Tin Pan Alley has become chastened and quiet—like a respectable lady. The song plugger is absent.

Why is the song plugger gone? Because a tune has to be good or it is never heard. (Some may question this.) At any rate, a song has to have *something* or it will not be heard. The reason, of course, is obvious. The songs being written at the studios are being writen to order. Says Producer Joe Glutz, "I think we ought to have a song in there." Says Director Frank Doakes, "I think you're right." Say the two of them to the studio's songwriting staff, "Boys, we want a song for a certain spot in our new picture, "Love's Castaways.' How about it? We think it ought to be something about love."

Forthwith the boys from the songwriting staff go into a huddle. One comes up with an idea. Another pops up with a second idea. By and by they have all had a hand in the new ditty. It goes to the director, who okehs it, and the producer, who okehs it, and the public, seeing "Love's Castaways," goes home humming the song. Or, if the director and the producer turned thumbs down on the song it went into the wastebasket. Rarely is a song which has been rejected in the studios peddled elsewhere. Rarer still is an instance of such a song's becoming popular. All that means, as it has been suggested earlier, that Hollywood and the new Tin Pan Alley turns out far more successes, fewer failures than the old regime produced.

And what of Broadway? There are still plays on Broadway. They still require an occasional piece of music. There are still a few of the boys who hang on in the old haunts abandoned by the Alley. They are always ready to turn their hands at something of this sort, and every once in a while they turn out something that is quite creditable. Then what happens? The studio buys the play or the musical review, and if it likes the music it usually buys up the songwriters in the process, and the free lancers who turn out hits independently are picked up, too, so that Broadway is left continually gasping for inspired melody makers.

In its issue of September 5, the *Motion Picture Herald,* leading tradepaper of the cinema industry, printed a tabulation of the song hits of the 1935-36 amusement season as compiled by ASCAP, the American Society of Composers, Authors and Publishers. That tabulation showed that 112 songs had become hits during that period. In order to be a hit, according to the ASCAP standards, a song had to be played on the air not less than 10,000 times! That meant that popular demand led orchestras over the two leading chains, NBC and CBS, to (*Continued on next page*)

Songs Played Over 15,000 Times

Here, for your information, are the first 45 of the 112 songs which were played over 100,000 times to become hits in 1935-36, according to the figures compiled by the American Society of Composers, Authors and Publishers, and of which one-half came from motion pictures. Check back in your memory and see if these weren't the tunes that kept your phonograph busiest. Then remember the result when it comes to picking the new discs for your machine. All productions named as sources are motion pictures exclusively unless otherwise indicated. An asterisk (*) denotes both film and stage production provided the source; a dagger (†) indicates stage only.

TITLE OF SONG	SOURCE	AUTHORS	TIMES BROADCAST
1. **When I Grow Too Old to Dream**	The Night is Young	Sigmund Romberg Oscar Hammerstein	29,161
2. **I'm In the Mood for Love**	Every Night at Eight	Jimmy McHugh Dorothy Fields	28,537
3. **In a Little Gypsy Tea Room**		Joe Burke Edgar Leslie	25,228
4. **Lullaby of Broadway**	Gold Diggers of 1935	Harry Warren Al Dubin	24,864
5. **Cheek to Cheek**	Top Hat	Irving Berlin	24,134
6. **What's the Reason I'm Not Pleasin' You**	Times Square Lady	Pinky Tomlin, Earl Hatch, Coy Poe, Jimmy Grier	23,944
7. **I'll Never Say "Never Again" Again**		Harry Woods	23,775
8. **And Then Some**		Vee Lawnhurst Tot Seymour	23,698
9. **I Won't Dance**	Roberta*	Oscar Hammerstein Otto Harbach Jerome Kern	22,873
10. **Lovely to Look At**	Roberta*	Dorothy Fields Jimmy McHugh Jerome Kern	22,666

play and repeat the songs a good many times. And of course it is that very popularity creating a demand which makes a song a hit.

In studying the list of hits it was discovered that half of them came from motion pictures. Actual breakdown of the sources from whence came these 112 favorites is as follows:

Source	*Number of Hits*	*Percentage*
Motion Pictures	56	50
Stage	14	12
Film-and-Stage Plays	4	4
Independently Composed	38	34
Totals	112	100

"Thus," to quote the *Motion Picture Herald*, "not only does Hollywood supply radio —its chief competitor in entertainment— with its best and greatest number of performers, but it is also furnishing the music by which the talent and also radio's own talent perform. Radio, with its millions of dollars of yearly income in time rentals to advertisers and sales of radio sets and parts to the public, thereby receives yet further support from the motion pictures of Hollywood.

"Not only is Hollywood's music the most popular on the air, but that same popularity is reflected in the more tangible form of sheet music sales. Five of the six leading music-sheet sellers came from motion pictures. Gross income to music publishers on the sheet music sales of the six best sellers alone approximated $300,000, eighty per cent of which accrued from sales of sheet music on songs written by Hollywood and incorporated in its motion pictures."

The *Herald* continues: "Hollywood today has on its payrolls—at admittedly more substantial salaries than were ever paid on Broadway or by Tin Pan Alley—the foremost composers of American music. To write the songs which were incorporated in ASCAP's record of best tunes for 1935-36, Hollywood engaged such notable composers of popular airs as Irving Berlin, Jerome Kern, Sigmund Romberg and Oscar Hammerstein, Jimmy McHugh and Dorothy Fields, Al Dubin, Otto Harbach, Abner Silver, Mack Gordon and Jack Yellen, Leo Robin, Joseph Meyer, Richard Rodgers and Lorenz Hart, Lewis Gensler, Cole Porter, Mack Gordon and Harry Revel, Gus Kahn, Arthur Freed, Nacio Herb Brown and Harry Warren, among others. (Now they even have the Gershwins, probably the last holdouters for the preeminence of the stage.) Of the 19 hits which received in excess of 20,000 credits for the number of times played, 12 were written for and featured in motion pictures.

"The airing of the 112 hit tunes designated by ASCAP took up 22 per cent of all the time devoted to music by both National Broadcasting and Columbia," the *Herald* concluded.

And what the *Herald* did not say—what no one could say and produce actual figures to back it up—is that in the majority of instances the songs which the customer liked on the automatic phonograph, the songs which garnered most of his nickels, were those he had heard sung in pictures, those that had come over the air.

Therefore, the moral for operators: If you really want to know what song is going to be popular on your phonograph, find out, first, whether or not it is from a picture, and, second, find out how often it is being played by the leading orchestras on the major networks. In making its tabulation ASCAP assumed that the number of times the songs are played at public dance halls, night clubs and restaurants are presumably the same, proportionately, thus completing the picture of the basis of popularity.

TITLE OF SONG	SOURCE	AUTHORS	TIMES BROADCAST
11. I Couldn't Believe My Eyes		Walter G. Samuels Leonard Whitcup Teddy Powell	21,911
12. Chasing Shadows		Abner Silver Benny Davis	21,521
13. I've Got a Feelin' You're Foolin'	Broadway Melody of 1935	Nacio Herb Brown Arthur Freed	21,440
14. You're All I Need	Lie Like Gentlemen (Escapade)	Bronislaw Kaper Walter Jarmann Gus Kahn	21,424
15. Red Sails in the Sunset		Hugh Williams Jimmy Kennedy	21,354
16. Let's Swing It	Earl Carroll's Sketch Book†	Chas. Tobias Chas. Newman Murray Mencher	21,033
17. Lady in Red	In Caliente	Allie Wrubel Mort Dixon	20,585
18. Truckin'	26th Edition, "Cotton Club Parade"†	Rube Bloom Ted Koehler	20,227
19. Top Hat, White Tie	Top Hat	Irving Berlin	20,048
20. Lulu's Back in Town	Broadway Gondolier	Harry Warren Al Dubin	19,771
21. Isn't This a Lovely Day	Top Hat	Irving Berlin	19,558
22. Isle of Capri		Will Grosz J. Kennedy	19,084
23. Anything Goes	Anything Goes†	Cole Porter	19,055
24. Love and a Dime	Stags at Bay†	Brooks Bowman	18,756
25. Footloose and Fancy Free		Carmen Lombardo Gus Kahn	18,375
26. She's a Latin from Manhattan	Go Into Your Dance	Harry Warren Al Dubin	18,333
27. From the Top of Your Head	Two for Tonight	Mack Gordon Harry Revel	18,098
28. On Treasure Island		Joe Burke Edgar Leslie	17,885
29. Without a Word of Warning	Two for Tonight	Mack Gordon Harry Revel	17,612
30. About a Quarter to Nine	Go Into Your Dance	Harry Warren Al Dubin	17,572
31. I'm On a See-Saw	Jack and Jill†	Vivian Ellis Desmond Carter	17,209
32. You and the Night and the Music	Revenge with Music†	Arthur Schwartz Howard Dietz	17,201
33. I Wished on the Moon	Big Broadcast of 1935	Ralph Rainger Dorothy Parker	17,200
34. You Are My Lucky Star	Broadway Melody of 1936	Nacio H. Brown Arthur Freed	17,022
35. I'm Livin' in a Great Big Way	Hurrah for Love	Jimmy McHugh Dorothy Fields	16,975
36. It's Easy to Remember	Mississippi	Richard Rodgers Lorenz Hart	16,781
37. You're the Top	Anything Goes*	Cole Porter	16,778
38. I Believe in Miracles		Pete Wendling Geo. W. Meyer Sam M. Lewis	16,723
39. Rose in Her Hair	Broadway Gondolier	Harry Warren Al Dubin	16,643
40. I Was Lucky	Folies Bergere	Jack Stern Jack Meskill	16,415
41. I Found a Dream	Redheads on Parade	Jay Gormey Wm. Hartman	16,300
42. Love is Just Around the Corner	Here is My Heart	Lewis E. Gensler Leo Robin	15,886
43. I Got Rhythm	Girl Crazy†	Ira Gershwin George Gershwin	15,700
44. You're a Heavenly Thing		Joe Young Little Jack Little	15,553
45. Rhythm and Romance		J. C. Johnson George Whiting Nat Schwartz	15,008

What's on your mind, R. S. Bleekman of Chicago?

Maurice Jake is a new Canadian subscriber to the REVIEW *and the* REVIEW SUPPLEMENT.

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WARNS MUSICMEN

● Rockola stresses danger of using questionable records.

(Editor's Note: While the COIN MACHINE REVIEW *has always taken a non-partisan stand in controversial questions its columns are open to all who have something to say. The following account does not necessarily reflect the* REVIEW'S *attitude in the matter.)*

CHICAGO.—At a recent gathering of music operators at the offices of the Rock-Ola Mfg. Corp., David C. Rockola, president of the firm, expressed his opinion on the use of a certain type of record which he declared is "jeopardizing the high reputation of coin operated phonographs."

In his characteristic manner Rockola said: "The business of operating music has enjoyed a fine reputation for many years. And, in his community, the music operator has always had the same standing as any other established business man who performs a service to the community. That is why I am cautioning you to guard your good reputation with every means at your command.

"As a manufacturer with millions of dollars at stake in coin operated music, I am naturally much concerned and, frankly, much disturbed over the fact that there is a certain trend toward the use of cheap, smutty recordings on automatic phonographs on location in barrooms and taverns. Personally I am just as good a sport as the other fellows when the occasion calls for it. In fact, I have been actively engaged in every branch of the coin machine business, not only in this country, but in many other countries, for the past twenty years.

"But," Rockola continued, "to publicize the use of suggestive songs and ditties, laying your business wide open to city-wide and perhaps state-wide criticism, seems to me the most foolhardy and disastrous step that a smart music operator can take.

"All of us know what happened to other types of coin operated equipment in some cities where a foolhardy operator would place a machine on location near school houses. What other result could we expect? For whether it be literature, movies, coin operated games or phonograph records, we must maintain decency and use our utmost discretion in dealing with the general public.

"Don't be misled into thinking you can purchase a few of these records for a few appropriate spots, and control them so they will not tear down your good reputation," he went on. "Once you get started in the handling of suggestive records, with the responsibility for placing them divided among several of your men, you will find yourself gradually flirting more and more with trouble. A further hazard is the fact that some locations have additional loud speakers which duplicate the recording to passers-by on the street, or to another part of the establishment.

"Already instances have been called to my attention where public opinion is rising against smutty recordings. The other evening in Chicago a man with his wife and daughter dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a couple of nickels to play the phonograph. To make a long story short, they walked out when the music played. It was one of those singing pieces with a hidden meaning in every remark.



DAVID C. ROCKOLA

"Yes, there was a time when such types of records could go into every barroom without disturbing the public sentiment. In those days only men patronized bars. But times change. And, today, with the birth of the 'cocktail lounge' you find a mixed crowd at every bar, with little regard to age. That is why I caution you to avoid the use of questionable recordings.

"Being aware of the fact that the growth of the coin machine industry is due mainly to the aggressiveness and intelligence of you operators," Rockola concluded, "I feel confident that this advice will not go unheeded, but that you will avoid the use of these records as you would avoid anything else that would jeopardize your business and your income."

GOOD TURNS

● Lumberjacks save phonos in burned town; proprietors save cash registers.

PLAINS, Montana.—The story has gone the rounds pretty well, but those who have missed it may be interested in the tale of a town which burned down, and the only things saved were the cash registers and the automatic phonographs. Henry Anchester, who travels through Montana, Wyoming, Idaho and North and South Dakota for the J. P. Seeburg Corp., is responsible for telling the account.

"From a psychological standpoint it might be interesting to know that the town of Plains, Montana, lost its business section through a recent fire. In three saloons there were three Seeburg phonographs. When the fire started, at 12:30 at night, the proprietors ran out with the cash registers and the customers ran out with the phonographs. There was absolutely nothing else salvaged.

"A week later they were all doing business again in shacks. I asked some of the customers, a group of lumberjacks, why they had saved the phonographs. In their slow way they said they couldn't see a fine machine destroyed when it had given them so much pleasure. They declared, 'You know, Mister, when one of us put a nickel in the machine, forty of us get nice clean pleasure from it, and when the time came to do the machine a good turn, we just did it.'"

Wife: "I can't afford an operation now."

Operator-Husband: "No, you'll just have to talk about the old one for another year."

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GOING PLACES

● Music Box Co. reported as having fine success with Do-Re-Mi's.

KALAMAZOO, Mich.—The Music Box Co. of 456 Portage Street has just received another carload of Mills Do-Re-Mi phonographs, as the sign in the above photograph obviously indicates, and they are "telling the 'cockeyed world' that they are making money with them, and will continue to do so." They operate Mills machines exclusively.

A division of King Pin Games Co. of Kalamazoo, one of the biggest distributors and jobbers in the state, the Music Box Co. does an extensive business from Benton Harbor all across the state to Ann Arbor, according to J. P. Pieters, owner of the firm, and Dick Richmond, general manager of the Music Box division.

It is reported that one reason for the success of the organization is the fact that Frank Oakes, crack Mills phonograph salesman and sound strategist in the diplomacy of getting and keeping locations, has done a great deal of hand-in-hand work with Pieters, and since both men "know their stuff" they are a hard combination to beat.

ANNUAL BANQUET

● Bleekman, Wurlitzer manager in Chicago, feeds operators.

CHICAGO.—Every year R. S. Bleekman, district manager for the Rudolph Wurlitzer Co. in the Chicago area, spreads a banquet before a crowd of guests—the men who operate Wurlitzer phonographs, and their wives or sweethearts.

This year was no exception, and the affair was held in the North Ballroom of the Stevens Hotel, Sunday evening, November 8. Nearly 200 guests attended the affair, visiting Bleekman's suite of rooms for refreshments prior to the banquet festivities. Quite a number of out-of-towners were present as well as Chicago operators.

Speakers during the evening included Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co., heads of the different record concerns, and representatives from the trade journals. A Wurlitzer-Simplex was given away during the course of the evening.

Since November 1 Bleekman's offices have been located in the Furniture Mart, Suite 2253-2254, 666 Lake Shore Drive, Chicago.

ASSOCIATION PLANNED

ST. LOUIS. — Operators of automatic music machines in this area are contemplating the formation of a trade association, it was learned recently. All operators who are interested in participating in such an organization are requested to direct their communications to the Wal-bil Novelty Co., Wurlitzer phonograph distributors, at 104 North Broadway.

Conductor: "Can't you see the sign says 'No Smoking'?"

Operator: "Surely. The sign's plain enough. But here's another dizzy sign that says 'Wear Nemo Corsets,' so I'm not paying any attention to either one."

Alabama Phonograph Operators' Assn.

MAX HURVICH, President
Birmingham Vending Co., 2117 Third Ave. North
Birmingham, Ala.

G. W. HUNTER, Secretary
12 Gladys Ave.,
Mobile, Ala.

AT A regular meeting of the Alabama Phonograph Operators' Association, held at the Thomas Jefferson Hotel in Birmingham, Sunday, October 25, a good representation was present. Among other matters of routine business which were considered, one was that of legislation, a discussion of which was headed by Abe Berkowitz, the Association's attorney. He also outlined other plans for a very active year.

The members present were most enthusiastic over the Association and each one was confident that much good would be accomplished during the coming year as a result of the activities which such a body could undertake.

It was agreed that the next meeting is to be held in Montgomery, subject to the call of the President and the executive committee.

The keynote of the meeting throughout was cooperation, and if this thought is followed all during the year, as it is to be hoped it will, it should result in increased profits for every phonograph operator in the State of Alabama.

MAX HURVICH,
President.

ADDS MUSIC

ST. LOUIS.—The Morris Novelty Co. of this city, distributors of pin games since the inception of the industry, have entered the music field and are now operating a number of Wurlitzer automatic phonographs, according to Louis Morris, president of the company. Morris also admitted that he had recently earned the right to be greeted as "grandpa."

Teacher (to Operator's son): Spell "straight."

O. S.: "S-t-r-a-i-g-h-t."

Teacher: Correct. Now what does it mean?

O. S.: "Without ginger ale.

Bargains

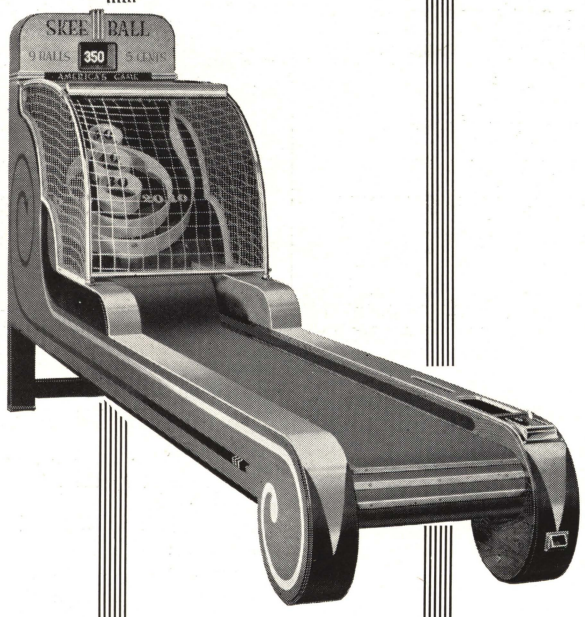
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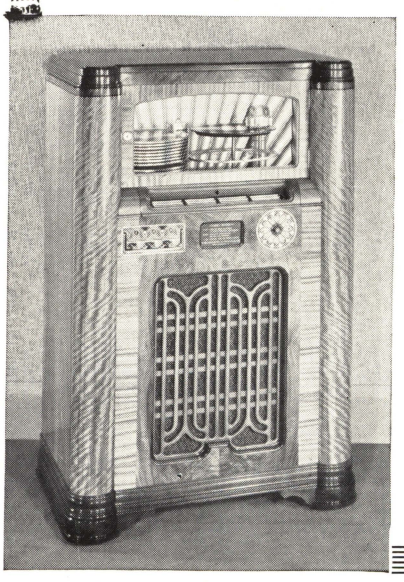
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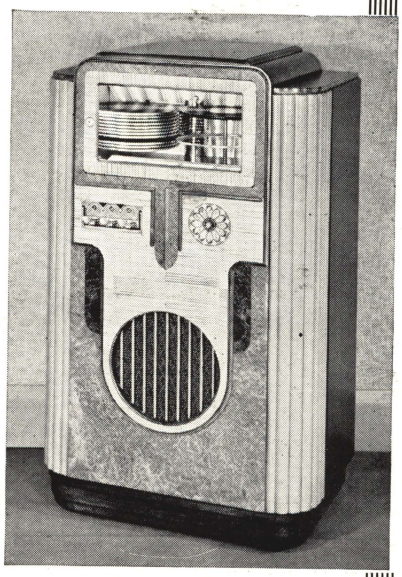
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HITS ON DISCS

In these columns are offered to music operators the reviews of the latest releases submitted by the major record companies for audition in THE REVIEW'S own Automatic Music Department. THE REVIEW and REVIEW SUPPLEMENT are the only coin machine magazines maintaining their own music equipment to provide staff-produced record reviews for operators.

BRUNSWICK

HAL KEMP (Orchestra)

BRUNSWICK 7749 — SO DO I (FT); PENNIES FROM HEAVEN (FT)

Good for dance spots. Vocals by Skinny Ennis on A side and by Maxine Grey on B are disappointing.

ART SHAW (Orchestra)

BRUNSWICK 7750 — LET'S CALL A HEART A HEART (FT); ONE, TWO, BUTTON YOUR SHOE (FT)

More music from the picture, "Pennies in Heaven." Not the smoothness that Kemp's discs have, yet Shaw gets some nice musical effects from time to time. On the whole an average number.

BEN POLLACK (Orchestra)

BRUNSWICK 7751 — I'M ONE STEP AHEAD OF MY SHADOW (FT); I COULDN'T BE MAD AT YOU (FT)

Notning distinctive about these two numbers.

DUKE ELLINGTON (Orchestra)

BRUNSWICK 7752 — YEARNING FOR YOU (FT); TRUMPET IN SPADES (FT)

Original numbers by Ellington, the first side is a slow, drawling sort of a tune that is pleasant enough, and the second side carries some of the hottest trumpeting you've ever heard. These should be "naturals" in most locations.

FREDDY MARTIN (Orchestra)

BRUNSWICK 7754 — WHEN MY DREAM BOAT COMES HOME (FT); MAKE-BELIEVE BALLROOM (FT)

Good dance tunes. Vocals by Elmer Feldkamp are not bad.

KAY KYSER (Orchestra)

BRUNSWICK 7755 — IT'S LOVE I'M AFTER (FT); YOU DO THE DRNDEST THINGS, BABY (FT)

"Pigskin Parade" supplies the music for these. Kyser's band is okeh. Again—good dance tunes. Vocals on A side are most interesting, but B side is a more swingy number. Take your pick.

CAB CALLOWAY (Orchestra)

BRUNSWICK 7756 — FRISCO FLO (FT); THE HI DE HO MIRACLE MAN (FT)

Cab keeps the Calloway standard right up there. The customers will probably like the B side best. Talk about shoutin'! This outshouts most of them. Very good.

RUSS MORGAN (Orchestra)

BRUNSWICK 7758 — WANG WANG BLUES (FT); THE ISLE OF CAPRI (FT)

Although these are oldies never-the-less they're goodies. Morgan puts his band over the hurdles to make them worth your consideration.

JIMMIE GRIER (Orchestra)

BRUNSWICK 7760 — I-O-U MY HEART (FT); SITTING ON THE MOON (FT)

Two new and interesting foxtrots bound to please dancers. Very good.

VICTOR

WAYNE KING (Orchestra)

VICTOR 25427 — TAINT NO USE (FT); NONCHALANT (FT)

Tailor made for dancing are these two rhythm tunes. Good.

EDDY DUCHIN (Orchestra)

VICTOR 25432 — IT'S DE-LOVELY (FT); YOU'VE GOT SOMETHING (FT)

Numbers by Cole Porter, vocals by Jerry Cooper and Eddy Duchin's ork. What more could one ask for? This is an operator's natural for dance spots. "It's De-Lovely" is a catchy tune that will strike the public's favor.

BENNY GOODMAN (Orchestra)

VICTOR 25434 — YOU'RE GIVING ME A SONG AND A DANCE (FT); WHEN A LADY METS A GENTLEMAN DOWN SOUTH (FT)

Heartaching blues but mighty danceable. Goodman, now riding the crest of popularity, is a good bet for the operator. Likeable numbers.

GUY LOMBARDO (Orchestra)

VICTOR 25435 — RAINBOW ON THE RIVER (FT); WHEN MY DREAM BOAT COMES HOME (FT)

Smooth, sweet and lovely. Songs. First is from the RKO picture of the same name. Will please Lombardo fans mightily.

PAUL WHITEMAN (Orchestra)

VICTOR 25436 — RAMONA (Waltz); UNDERNEATH THE MELLOW MOON (Waltz)

Although "Ramona" is contained in the new 20th Century picture of the same name and this recording by Whiteman is new and different it will no doubt suffer in the automatics when listed in the program menu. Second tune is a swell-egant waltz, however.

DECCA

JIMMY DAVIS (Vocal)

DECCA 5270 — DON'T SAY GOODBYE IF YOU LOVE ME; WHEN IT'S PEACH PICKIN' TIME IN GEORGIA

Okeh old time tunes. Davis sings in a clear voice and every word is understandable. Very good.

NEW DIXIE DEMONS (Novelty)

DECCA 5271 — OH! YOU ROGUE (YOU STOLE MY HEART) (FT); TAIN'T A FIT NIGHT OUT FOR MAN OR BEAST (FT)

Passable as a novelty. Lyrics are good on the second. Expression was made popular by W. C. Fields. Good.

STELLA JOHNSON (Vocal FT)

DECCA 7217 — HOT NUTS SWING; DON'T COME OVER

Now Hot Nuts gets a swing treatment with new lyrics. Second side is a daisy. Talk about hot stuff this one offers plenty by inference.

BING CROSBY (Vocal)

DECCA 947 — LET'S CALL A HEART A HEART; PENNIES FROM HEAVEN

DECCA 948 — SO DO I; ONE, TWO, BUTTON YOUR SHOE

Song numbers from Crosby's latest picture "Pennies From Heaven" which is scheduled for release in the near future. All "hit" numbers. Bing does his usual good job on recording all four.

LOUIS ARMSTRONG (Orchestra)

DECCA 949 — THE SKELETON IN THE CLOSET (FT); HURDY GURDY MAN (FT)

Two more snazzy numbers from "Pennies From Heaven." Armstrong vocalizes on both sides. Clever.

JIMMY DORSEY (Orchestra)

DECCA 951 — PENNIES FROM HEAVEN (FT); ONE, TWO, BUTTON YOUR SHOE (FT)

Foxtrot versions of the Bing Crosby numbers well recorded by the Dorsey combo. Good for dancing.

JOE DANIELS (Orchestra)

DECCA 953 — ST. LOUIS BLUES (FT); SWEET SUE, JUST YOU (FT)

Here's a novelty what am a novelty. Joe Daniels, England's most celebrated drummer, certainly knows how to handle his drumsticks. This might be termed an exhibition of Drumnasticks. Very good for almost any type of spot.

TED FIO RITO (Orchestra)

DECCA 954 — MICKEY MOUSE'S BIRTHDAY PARTY (FT); THERE'S "YOO HOO" IN YOUR EYES (FT)

Get it. Ted's idea on "Mickey Mouse" is a daisy. The Debutantes and Muzzy Marcelino really go to town on the vocals.

(*See Hits on Discs, Page* 75)

Headquarters for
MEXICAN-SPANISH RECORDS
Biggest Stock in Town
ALL MAKES—SAVE TIME
Wholesale Prices
M. CALDERON
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ALL-STAR RECORDS

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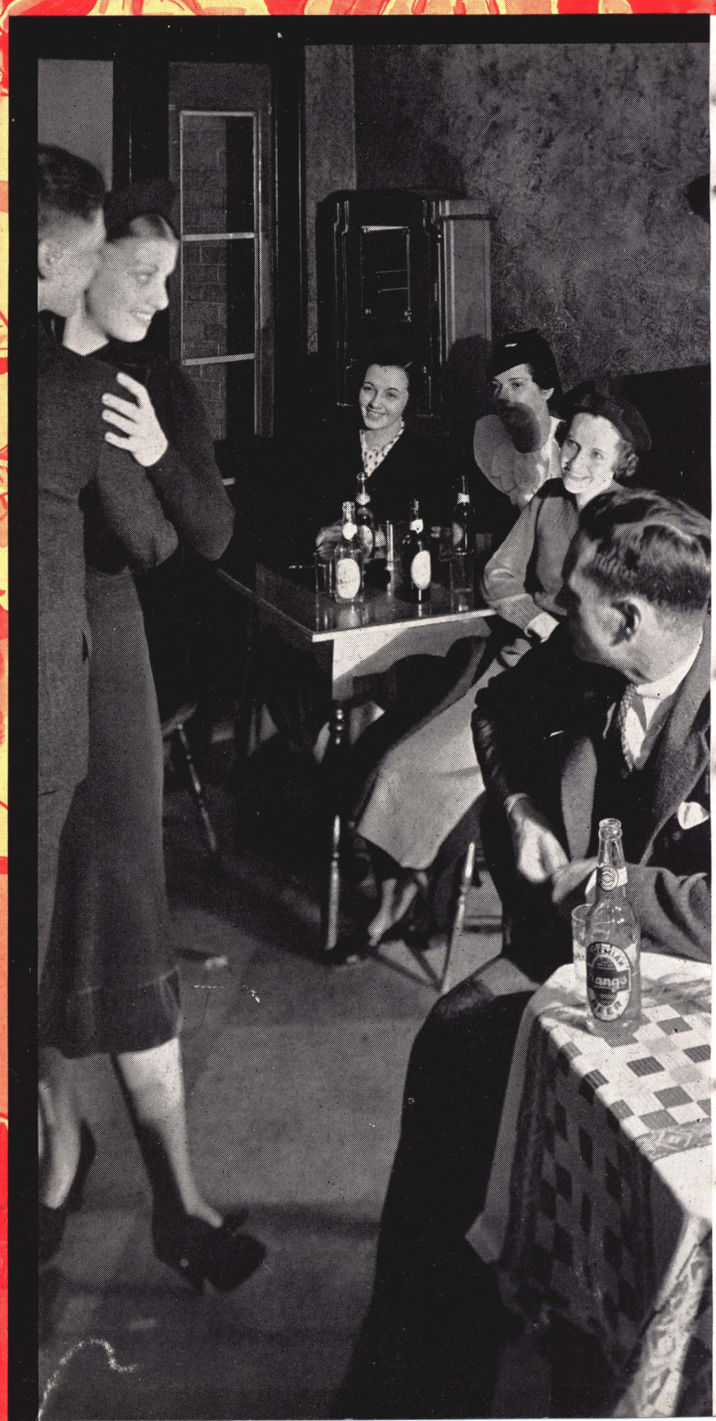
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LOS ANGELES


There's
BIG
MONEY
in
Music

...And Best of All IT'S A

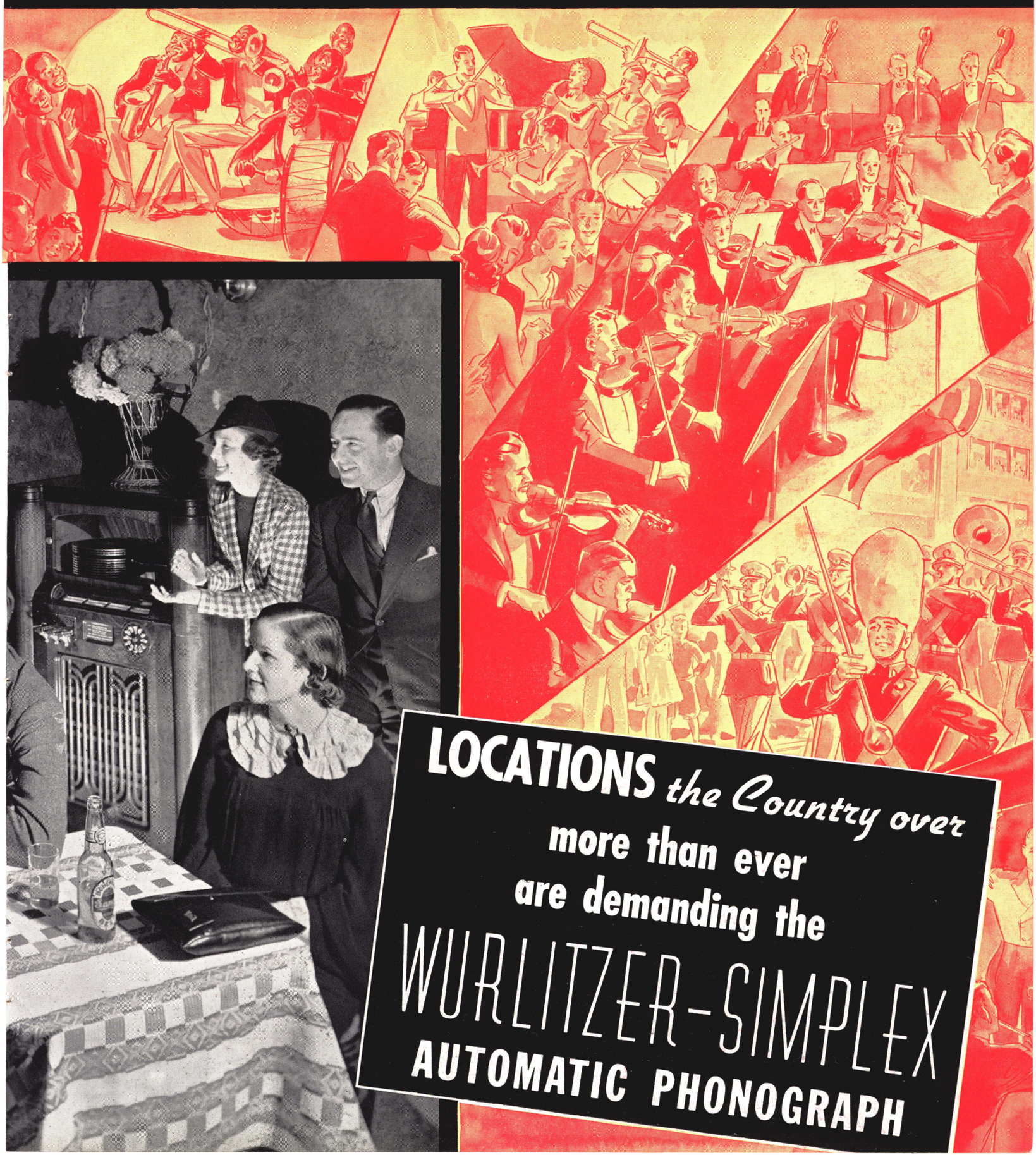
HAS APPEALED to all Classes, Ages and





YEAR AFTER YEAR BUSINESS

Nationalities SINCE THE BEGINNING OF TIME



LOCATIONS *the Country over*
more than ever
are demanding the

WURLITZER-SIMPLEX

AUTOMATIC PHONOGRAPH

THESE MEN OPERATE MUSIC BECAUSE

...Their Investment is Good

Below: THE BENJAMIN BOYS, E. F. AND H. J., operate separate strings of Wurlitzer-Simplex Phonographs in and around Aurora, Illinois. They are shown in the picture with F. CORRIGAN and JACK GORZNEY, who operate the Aurora Music Company in the same territory. They all agree that the 1936 Wurlitzer-Simplex is the choice of the really successful operators.

In the picture—front row: E. F. BENJAMIN, JACK KILGORE, H. J. BENJAMIN, *Back row:* F. CORRIGAN and JACK GORZNEY.

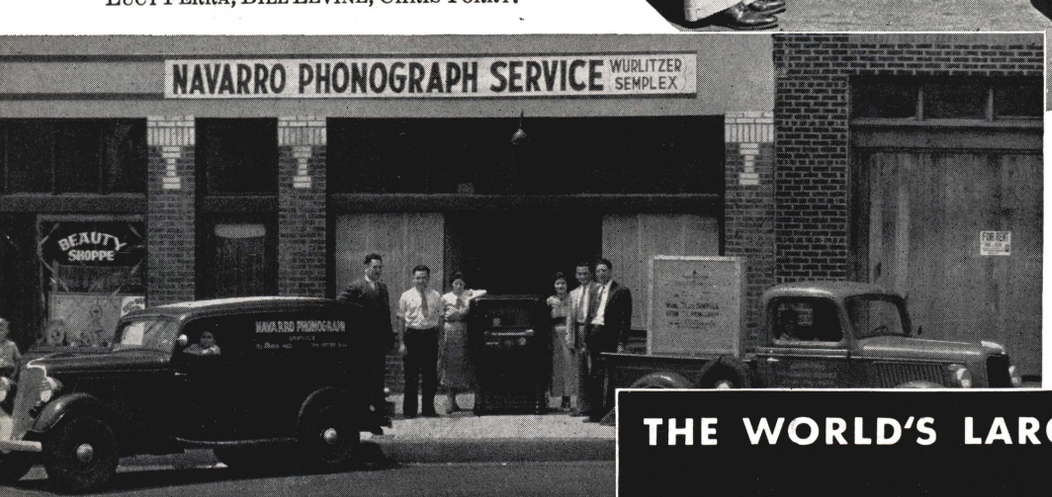




Above: MR. ROBERT E. BERG, Manager of the Capitol Hotel, Topeka, Kansas, tells what he thinks of the Wurlitzer-Simplex recently installed by Mr. Vernon Sperry, Wurlitzer Operator. Says Mr. Berg, "*The tone quality is marvelous, it's a beautiful piece of furniture and the revenue we derive from the instrument is a very agreeable surprise to us.*" The photograph shows the machine in the lobby of the hotel, with MR. SPERRY at the left of machine, MR. BERG at right.



Below: A Wurlitzer-Simplex pioneer speaks out. MR. FRANK NAVARRO, one of the oldest and most successful operators on the West Coast, reports that the Wurlitzer-Simplex has been a real money maker for him. He is shown in front of his headquarters in Los Angeles with some of his staff. *Reading from left to right, they are:* FRANK NAVARRO, TONY NAVARRO, MRS. FRANK NAVARRO, MRS. LUCY FERRA, BILL LEVINE, CHRIS TORRY.



Above: VERNON C. SPERRY of Topeka, Kansas, proves he knows what it is all about when he says "*Whenever locations demand quality automatic music for realistic reproduction—that's where I place a '36 Wurlitzer-Simplex—it's a real money-maker.*" MR. SPERRY is shown at the left of the photograph talking things over with KENNETH ADKINS and CLYDE ARNOLD.

THE WORLD'S LARGEST MANUFACTURERS

PROFITS ARE SURE YEAR AFTER YEAR

because Music is Permanent

MUSIC is not a fad. It is an important part of our life—it always has been and always will be. You can depend upon big profits year after year when you operate in music. Smart operators realize this. They identify themselves with the Wurlitzer-Simplex—the best there is in automatic music—they are not worrying about the future.

The 1936 Wurlitzer-Simplex enables them to get and hold the choicest locations—locations that yield the best profits. This is why America's most successful operators are solidly behind the Wurlitzer-Simplex.

If you are planning to operate music, we will be glad to let you know if there is room for another live music operator in your locality. Write, wire or phone for full particulars.

The Rudolph Wurlitzer Company
North Tonawanda, N. Y.



Left: ROY HAAS, St. Louis, Mo. Operator, is shown relaxing and wearing a happy smile that spells success. Mr. Haas offers the following slogan for all operators, "*If you want bigger profits—buy more Wurlitzer-Simplex Units.*"



Above: R. P. EDWARDS, President of the Five Star Amusement Company of Youngstown, Ohio (right) and D. W. EDWARDS, Manager of the company (left) looking over the Wurlitzer-Simplex installation at the Ma-Fe Athletic Club, Youngstown, Ohio.

Says R. P. EDWARDS, "*In the Wurlitzer-Simplex we have the only 'pat hand' for 1936.*" In this respect Mr. Edwards simply voices the sentiments of successful operators from coast to coast who are getting and holding the best locations with the Wurlitzer-Simplex . . . (making the biggest money in the history of automatic music).



Above: Arkansas joins the parade! C. E. GRIFFITH of the Arkoma Amusement Company, Bentonville, Ark., operating 67 Wurlitzer-Simplex Phonographs, writes, "*We check with you. We have the best locations and are holding them with 1936 Wurlitzer-Simplex Phonographs.*" In the photograph from left to right are: C. E. GRIFFITH, V. E. OWENS, H. M. PRATT and J. N. CAVNESS.

WURLITZER-SIMPLEX

AUTOMATIC PHONOGRAPH

OF AUTOMATIC PHONOGRAPHS *Sold only to operators*



1936 WURLITZER-SIMPLEX

AVAILABLE IN THREE BEAUTIFUL CABINETS...

the walnut models familiar to all operators. . . he modernistic model illustrated above

HITS ON DISCS

(Continued from Page 68)

JOE SANDERS (Orchestra)

DECCA 955 — THERE GOES MY ATTRACTION (FT) / AND THEY SAID IT WOULDN'T LAST! (FT)

Excellent foxtrots. Right up front in the dance list.

GEORGIA WHITE (Vocal)

DECCA 7216 — WAS I DRUNK? / O SECOND HAND WOMAN

Was I Drunk, Was He Handsome and Did My Ma Give Me Hell . . . Georgia certainly rips this 'un off. Second side is fair. Race numbers.

HARLEM HAMFATS (Orchestra)

DECCA 7218 — NEW OH! RED (FT) / MOVE YOUR HAND (FT)

Two original race numbers by Hamfat McCoy. Fair.

OSCAR WOODS (Vocal)

DECCA 7219 — LONE WOLF BLUES / DON'T SELL IT—DON'T GIVE IT AWAY

Vocal blues with guitar. Fair.

MILTON BROWN (String Band)

DECCA 5272 — AM I BLUE? / WHEN IT'S HARVEST TIME, SWEET ADELINE

Old time playing of two popular numbers. Vocals are good.

COLUMBIA

DANNY STEWART (Orchestra)

COLUMBIA 3153-D — TROPICAL HEAVEN (Slow FT) / LOVELY NIGHT BLOOMING CEREUS (FT)

COLUMBIA 3154-D — EV'RYONE IS SINGING HAWAIIAN NOW (FT) / FAREWELL, MY HONOLULU SWEETHEART (Slow FT)

COLUMBIA 3155-D — RHYTHM OF THE WAVES (Slow FT) / MY HAWAII (Slow FT)

Good standard Hawaiians. Where these can be used, they'll be okeh. Probably the best bets are B side of the second disc, A sides of the first and third. The latter has a very novel effect in the actual sound of the waves.

BLUEBIRD

GEORGE HALL (Orchestra)

BLUEBIRD 6581 — MICKEY MOUSE'S BIRTHDAY PARTY (FT) / LOST IN MY DREAMS (FT)

What a great celebration this turned out to be. Mickey's birthday song is cute, clever and A-1 for dancing. Vocals are clearly understandable. Second tune is a good running mate.

DUKE ELLINGTON (Orchestra)

BLUEBIRD 6614 — SWANEE SHUFFLES (FT) / THE MYSTERY SONG (FT)

First by Irving Berlin and second by Ellington and Mills. Fair.

AMANDA RANDOLPH (Orchestra)

BLUEBIRD 6615 — DOIN' THE SUZI-Q (FT) / PLEASE DON'T TALK ABOUT MY MAN (FT)

Unique. Amanda certainly goes to town with these two. The "Suzi-Q" is a new strut that bids fair to becoming popular.

WINGY MANNONE (Orchestra)

BLUEBIRD 6616 — IN THE GROOVE (FT) / HONEY, PLEASE DON'T TURN YOUR BACK ON ME (FT)

First is Wingy's own original. Fair. Amanda Randolph turns out the second side and provides a good running mate for Wingy.

VOCALION

SHUFFLIN' SAM (Vocal)

VOCALION 3329 — DIRTY MOTHER FOR YOU / GOOD LIQUOR

Vocal blues with piano, bass and washboard. Race spots only.

LIL JOHNSON (Vocal)

VOCALION 3331 — CAN'T READ, CAN'T WRITE / RAMBLIN' MAN BLUES

Race spots only.

BILLIE HOLIDAY (Orchestra)

VOCALION 3333 — A FINE ROMANCE (FT) / I CAN'T PRETEND (FT)

Billed as "a sarcastic love song," Billie Holiday certainly throws in the sarcasm in the vocal on the first side where her voice suits a good purpose. On the B side her voice isn't so well suited to the lyrics.

VOCALION 3334 — LET'S CALL A HEART A HEART (FT) / ONE, TWO, BUTTON YOUR SHOE (FT)

Average. If they like them loud this will do the trick. Okeh for race spots.

ERSKINE HAWKINS (Orchestra)

VOCALION 3336 — A SWINGY LITTLE RHYTHM / SWINGING IN HARLEM (FT)

Hawkins *has* done better than this.

LOUIS ARMSTRONG (Orchestra)

VOCALION 3337 — THEM THERE EYES (FT) / SWEETHEARTS ON PARADE (FT)

Two old timers which the customers may be glad to have back. Armstrong does this in his usual manner. Best for race spots. Others probably won't recognize the tunes.

BEN BERNIE (Orchestra)

VOCALION 3338 — LET'S ALL SING LIKE THE BIRDIES SING (Waltz) / LISTEN TO THE GERMAN BAND (FT)

Yowsah! The o-o-o-ld maestro! Walter Winchell won't like this, but then he doesn't like Ben. The customers don't have a feud with Bernie, though, and this should go over in a big way as a novelty. Both have been done before, of course, but never quite as Bernie does them.

RHYTHM WRECKERS (Orchestra)

VOCALION 3341 — SHE'LL BE COMIN' 'ROUND THE MOUNTAIN (FT) / SUGAR BLUES (FT)

Fresh and different. As novelty foxtrots these are right up front. Get them. You've dozens of spots where they can be used.

MELOTONE

JERRY FREEDMAN (Orchestra)

MELOTONE 6-12-05 — THAT'S WHAT YOU MEAN TO ME (FT) / ALABAMA BARBECUE (FT)

B side of this disc is a right swingy tune that ought to go over nicely. A side is average.

CASANI CLUB-JACK SHILKRET (Orchestra)

MELOTONE 6-12-06 — SWEETHEART, LET'S GROW OLD TOGETHER (Waltz) / I WANT THE WHOLE WORLD TO LOVE YOU (Waltz)

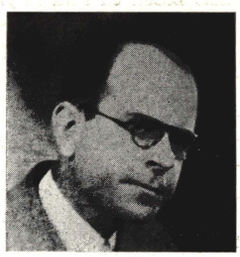
A side is played by the Casani Club—a smooth waltz with fair vocal. B side is by Jack Shilkret and it seems to be the weaker of the two, though it's still a good dance tune for spots liking a waltz. A steel guitar in parts of this gives a nice Hawaiian effect.

(Concluded on Page 100)

BRUNSWICK · COLUMBIA
VOCALION · MELOTONE RECORDS

PICKING THE HITS!

Paul Peppin tabs these:



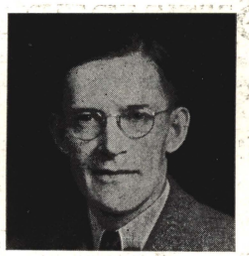
Manager, Los Angeles

PATSY MONTANA
Melotone 7-01-52 — I'M AN OLD COWHAND / ECHOES FROM THE HILLS

HOOSIER HOT SHOTS
Melotone 6-12-72 — THAT'S WHAT I LEARNED IN COLLEGE / SHAKE YOUR DOGS

PRAIRIE RAMBLERS
Melotone 6-12-58 — THAT OLD HOME TOWN OF MINE / JUG RAG

Al Muir says: "Up my way they go big for—



Manager, Seattle

STERLING YOUNG
Melotone 7-01-51
PETER PIPER—FT / NOW THAT SUMMER IS GONE—FT

BOB FOSTER
Melotone 6-12-16
FOR SENTIMENTAL REASONS—FT / PLEASE KEEP ME IN YOUR DREAMS—FT

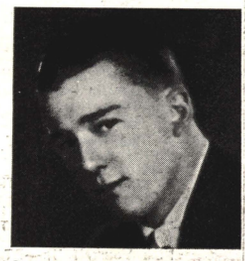
GENE AUTRY
Melotone 7-01-51
GUNS AND GUITARS / RED RIVER LULLABY

"My Ops swear by these!" says Fred Berry

THE DEAN (BEN POLLACK) and his KIDS
Vocalion 3342 — ZOOM ZOOM ZOOM—FT / SPREADIN' KNOWLEDGE AROUND—FT

JIMMIE GRIER
Brunswick 7760 — SITTING ON THE MOON—FT / I-O-U MY HEART—FT

DANNY STEWART and his ISLANDERS
Columbia 3155-D — RHYTHM OF THE WAVES—Slow FT / MY HAWAII—Slow FT



Manager, San Francisco

AMERICAN RECORD CORP. of CALIFORNIA

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Nickels Clatter for a BRUNSWICK Platter

SERVICES HELD

● Last rites for Mrs. Milton Swanstrom held in Los Angeles; ashes sent to Chicago.

LOS ANGELES. — Funeral services for Mrs. Marjorie Swanstrom were held in Los Angeles at the Adair & Payne Mortuary, Tuesday, November 3. The body was cremated and the ashes were sent to Chicago for interment.

Mrs. Swanstrom was killed in an automobile accident which occurred at 4 o'clock on the morning of October 30 while she was riding with a cousin, Paul Ritchie. She died at 8:30 a. m. in the Georgia Street Receiving Hospital.

Mrs. Swanstrom was the wife of Milton Swanstrom, formerly advertising manager for the Rock-Ola Mfg. Co. of Chicago, and now with the Associated Cinema Studios in Hollywood and Novelty Records Distributors of Los Angeles. She was the daughter of Mr. and Mrs. Pierre Jackson of Chicago.

Ritchie's injuries were not serious.

PHONOS POPULAR

● Automatic machines increase in favor in St. Louis.

ST. LOUIS.—The automatic phonograph has lately become very popular in St. Louis and many distributors of coin-operated machines have entered this field, says John H. Beckman of the Automatic Phonograph Co., located at 3426 Cherokee. Beckman, who is also secretary of the Missouri Amusement Machine Association and of the National Council of Coin Machine Operators, estimates that 75 per cent of the music machines in operation in the St. Louis area have been installed since January.

This increase has come from a realization on the part of tavern, restaurant and other proprietors that it is cheaper to use automatic music that actually yields a revenue than it is to hire musicians and run the risk of copyright difficulties, Beckman declared.



SMILING over completion of a deal on Rock-o-Balls with Albert Zugsmith, owner of the Atlantic City Daily World, and with Joseph Friedman, also of Atlantic City, Sam Kresberg, of the Capitol Automatic Music Co., Inc., of New York City, is shown here taking a "brisk walk" on the Boardwalk in the Convention City. He reports that Zugsmith and Friedman are planning to run a series of newspaper contests based on skill in playing Rock-o-Ball.

SHOWS PHONO

ST. LOUIS. — A booth illustrating the operation of an automatic phonograph was one of the attention-getting features among the exhibits at the Missouri State Liquor Dealers' show held here during the week of October 26. The affair occupied the spacious Coliseum at Washington and Jefferson.

NEW APPOINTMENT

LOS ANGELES.—Miss Eva Black, formerly with RCA-Victor, has been appointed district manager of the Western States for the American Record Corp. of California, according to a recent announcement. She will be responsible for Columbia and Brunswick records, as well as the Masterworks series.

NOVEMBER MUSIC SURVEY

Below are listed the Best Sellers reported by the leading record companies for the past month. Credit is given the side responsible for the heavy sale of the complete record by listing it first.

BLUEBIRD

B-6592—Easy to Love
I've Got You Under My Skin
Shep Fields and His Rippling Rhythm Orchestra

B-6604—One, Two, Button Your Shoe
So Do I
Shep Fields and His Rippling Rhythm Orch.

B-6548—Me and the Moon
(Trouble Ends) Out Where the Blue Begins
Shep Fields and His Rippling Rhythm Orch.

B-6547—I'm Talking Through My Heart
You Came to My Rescue
Shep Fields and His Rippling Rhythm Orch.

B-6593—Sing, Baby, Sing
The Milkman's Matinee
Charlie Barnet and His Orch.

BRUNSWICK

7716—A Fine Romance—FT
Fred Astaire with Johnny Green Orch.
A Waltz in Swing Time—Waltz
Johnny Green and his Orch.

7717—The Way You Look Tonight—FT
Pick Yourself Up—FT
Fred Astaire with Johnny Green's Orch.

7729—My Melancholy Baby—FT
I Cried For You—FT
Teddy Wilson and his Orch.

7748—Copper Colored Gal—FT
The Wedding of Mr. & Mrs. Swing—FT
Cab Calloway and his Orch.

7743—Grab Your Partner and Swing—FT
Cross Country Hop—FT
Hudson-DeLange Orch.

COLUMBIA

3152-D—Whatcha Gonna Do When There Ain't No Swing?—FT
It All Begins and Ends With You—FT
Frank Froeba and his Swing Band

3151-D—Organ Grinder's Swing—FT
Rhythm Lullaby—FT
Frank Froeba and his Swing Band

3143-D—Hawaiian Cowboy—Hawaiian Hill Billy Song
A Wee Doech an' Doris (Scotch Drinking Song)—FT
Sol K. Bright and his Holly-waiians

3030-D—My Tane (My Man) A Samoan Love Song—Novelty Hawaiian
Na Pua (Wreaths of the Island)—Novelty Hawiian
Andy Iona and his Islanders

3138-D—South Sea Island Magic—Slow Fox Trot
The Palm Trees Sing Aloha—Slow Fox Trot
Andy Iona and his Islanders

DECCA

871—I'm an Old Cow Hand
I Can't Escape from You
Bing Crosby

886—South Sea Island Magic
Hawaiian Paradise
Bing Crosby

908—Organ Grinder's Swing
Sleepy Time Gal
Jimmy Lunceford and his Orch.

7192—Trouble in Mind
I'll Keep Sitting on It
Georgia White

890—A Fine Romance
The Way You Look Tonight
Henry King

MELOTONE

6-11-67—Some of These Days—Novelty Hot Dance with Singing
Hold 'Er Eb'ner—Novelty Hot Dance with Singing Hoosier Hot Shots

6-11-14—Cottage By the Moon—FT
It's the Gypsy in Me—FT
Johnny Johnson and his Orch.

5-11-17—Sing Me a Song of Hawaii—Hawaiian Song
You're the One Rose (That's Left in My Heart)—Hawaiian Song
Lani McIntyre's Hawaiians

6-11-05—Organ Grinder's Swing—FT
Papa Tree-Top Tall—FT
Joe Haymes and his Orch.

6-10-06—You Turned the Tables On Me—FT
Sing, Baby, Sing—FT
Johnny Johnson and his Orch.

VICTOR

25417—Sweetheart, Let's Grow Old Together
You're the Answer to My Dreams
Guy Lombardo and his Royal Canadians

25414—My Kingdom for a Kiss
To You Sweetheart, Aloha
Guy Lombardo and his Royal Canadians

25415—Floatin' Down To Cotton Town
S'posin' ''
"Fats" Waller and his Rhythm

25416—Lost In My Dreams
"I Can't Pretend"
Wayne King and his Orch.

25431—Pennies From Heaven
So Do I
Eddy Duchin and his Orch.

VOCALION

3327—Hinky Dinky Parley Voo No. 2
Down On the Farm—Novelty Singing with Inst. Acc.
Sweet Violet Boys

3325—A Good Man Is Hard To Find—Hot Dance
There'll Be Some Changes Made—Hot Dance
Roy Newman and his Boys

3321—Old Time Waltz Medley—Waltz
"Alice Blue Gown", "The Curse of an Aching Heart", "When Francis Dances With Me", "Three O'clock in the Morning"
Old Time Waltz Medley—Waltz
"Merry Widow Waltz", "O Sole Mio", "Dark Eyes" "My Blue Danube"
Jimmy Carroll and his Orch.

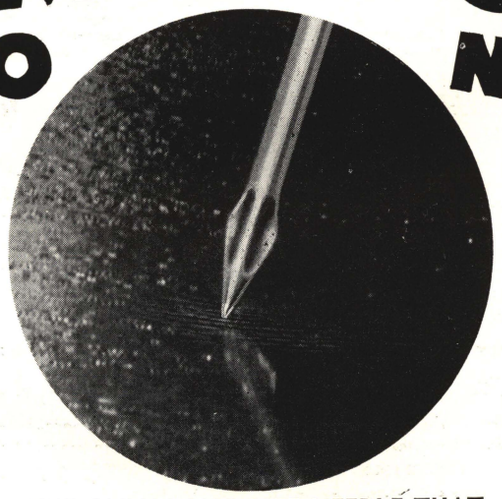
3320—Old Time Waltz Medley—Waltz
"A Bird In a Gilded Cage", "On a Sunday Afternoon", "Take Me Back To New York Town", "Down Where The Wurzburger Flows"
Old Time Waltz Medley—Waltz
"Sidewalks of New York", "On the Banks of the Wabash", "When the Bees Are In the Hive", "Mandy Lee"
Jimmy Carroll and his Orch.

3338—Let's All Sing Like the Birdies Sing—Waltz
Listen To the German Band—FT
Ben Bernie and his Orch.

A FEW WORDS TO THE WISE FROM MEN YOU KNOW



THE NEW DOUBLE RIBBED PERMO POINT PHONO NEEDLE



2000 PERFECT PLAYS

USED AS STANDARD EQUIPMENT BY EVERY MANUFACTURER OF AUTOMATIC PHONOGRAPHS !

THE NEW DOUBLE RIBBED FEATURE AFFORDS • • •

- *Greater Volume Output*
- *Perfect Clarity of Tone*
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THE ONLY LONG LIFE NEEDLE THAT TRULY REPRODUCES HIGH FIDELITY



Accept No Substitutes !

INSIST ON GENUINE PERMO POINT PHONO NEEDLES !

PERMO PRODUCTS CORP. 4311-13 RAVENSWOOD AVE. • CHICAGO, ILL.

Bits About 'Em

QUESTION of the month is: "Where was **Henry Chipps?**" The well known phonograph operator of Rock Springs, Wyoming, wasn't on deck to receive a call during the month from **Paul Blackford,** editor and publisher of the Coin Machine Review, who with Mrs. Blackford enjoyed a vacation trip through the Rocky Mountain territory and as far north as Rock Springs. Well, Henry, they took a snapshot of your music store as evidence of the call. Watch for it next month!

As fate would have it, the Blackfords stopped overnight in the town of Richfield, Utah, without knowing that **Harry Winslow,** Los Angeles music operator and past president of the California Music Operators Association, was in the hospital there suffering from automobile injuries. Harry had incurred a pelvic fracture and other injuries which will keep him laid up for several months. His address is Sevier Valley Hospital, Richfield, Utah, and he would appreciate a line from his fellow ops.

Western Music Co. of Denver and Salt Lake City has covered the territory around Richfield with phonographs: at one of their locations in Richfield an interesting conversation was overheard. "What's good on the music box?" asked a visiting cowboy. "The best one is 'A Cowboy's Letter to the Folks Back Home'," replied the proprietor. "Naw," cut in the bartender. "They took that one off, but there's another new one called 'When It's Springtime in the Rockies'."

J. P. Blackwell, head of Western Music Co. and a veteran in the operating field, was in Los Angeles during the month for a visit with **Bill Simmons.**

One of the swankiest eating places in Albuquerque, N. M., has a unique phonograph installation with a more elaborate public address system than is the usual case. The enterprising operator has provided drapes for the phonograph, which features symphonic music for the diners. The public address system has two-way control enabling a master of ceremonies to work through one microphone, while another is available for use in paging persons from the 400-seat dining room.

J. C. Dorser, of Fresno, Calif., was in Los Angeles during the past month preparatory to making a business trip East.

Word is going the rounds that the music operators of the East Bay district in California have now developed the finest organization in the country. Established a year ago as the Northern Division of the California Music Operators Association, the operators of Oakland, Berkeley and Alameda have now gotten down to brass tacks under strong leadership. Standard commission scale is in effect and being lived up to a hundred per cent, according to reports from those on the outside who know the strides being made there.

Two new faces at the Los Angeles office of the Leo J. Meyberg Co. belong to **Miss Lillian Kettering,** secretary to Miss Rakel Johnsen, and **Jimmy Shelton,** recent addition to the record department. Jimmy was formerly on the Meyberg staff and now returns after some time on retail record sales.

Adam Vagts and his brother, **Hale,** are doing a nice business with music operations around Santa Cruz, Calif., as partners of the very progressive **Blacky Evans.**



HE DOESN'T CARE—**Who is elected "big boss" in his city, he says, so long as he is elected to distribute Rock-Ola Multi-Selector phonographs. Here are three of the trucks belonging to W. A. Beasley, all of them much-used in delivering machines around the capital city, Washington, D. C. Beasley also claims the distinction of being the only distributor, so far as it is known, to have his own boat for making deliveries by water.**

Speaking of up and coming phonograph operators, one who will really bear watching is **Madeleine Hill** of Sacramento, who has started out with 15 new Seeburg units. Madeleine is no relation to the head of the Rex Novelty Co. — she's only his wife!

Miss Eva Black, well known to western music operators, is now directing the sales of masterworks in the western states for the American Record Corp., Brunswick-Columbia distributors. Such was the important news announced by **Paul Crowley** on his return to Hollywood from San Francisco with **George** Yates, president of the firm. Wonder if Mr. Yates could find any golf courses around the Golden Gate to compare with his home fairways at Riviera?

OPENS OFFICE

SEATTLE.—Fred Fields, factory representative for the Rudolph Wurlitzer Co., now has an office in which to do his work —something new for him. The address of the Seattle Wurlitzer headquarters now reads: 24 West Connecticut Street, Rooms 408-409. The change was made some time ago, but Fields declares he was so busy that he neglected to tell people.



ANOTHER COMPANY **going places with Mills Do Re Mi's is Modern Coin Machine Corp., 145 Fifth Street, Benton Harbor, Mich. General Manager Mynor Harlen (fourth from left) reports his firm has met with such success in the resort country that he is now spreading his operating activities over the entire southwestern portion of the state. Frank Oakes (in hat), crack Mills salesman, has been given credit for assistance in securing some of the best locations.**

Editorial Page



Good Business

PROSPERITY has finally turned the corner! At least all indications seem to point that way, for "out west," where the depression was felt last, business is good. It might have been expected that since adverse conditions were felt in this section later than in the east, a similar westward march of recovery would take place. Instead, surprisingly, the order seems to have been reversed.

A recent western tour through seven states was made by the Published and his wife, originally with the idea of vacationing. The trip ended as a study of conditions, and with the return to Los Angeles the verdict could be only one thing: "Western business is good."

True enough there are degrees of "goodness." As far as operating is concerned there are many remote spots which have equipment so old and almost obsolete as to make it appear that business is very bad indeed. Actually this equipment is making good returns. Almost everywhere there are automatic phonographs. There are almost as many slot machines. Pin games are fewer, and counter games as well. Bowling games? Target devices? This is virgin territory.

Though we may speak of the industry as "depression built" there is no cause for fear that a return to prosperity will produce disastrous results to the coin machine field. Though it is apparent that with a lessened income the public sought out less expensive amusements it is the conviction of the COIN MACHINE REVIEW and of the industry's leaders that the amusement habits of the people, changed by the depression, have become fairly well fixed in the new course. Pin games and similar devices still afford a few moments of very pleasant relaxation from other activities, and that is all that was ever expected of them. No one, even in the darkest days, expected a patron to spend two or three hours in front of a pin game in place of going to a play or movie. But he was expected to make use of the game during his lunch time, and in odd moments, and he did. And so he will continue to do.

Prosperity has turned the corner! Business is good. The election is over and a general business rise may be anticipated.

Democrats will say that any increase may be due to the fact that the President has been given a vote of confidence and he can go ahead with his plans for saving the nation. Disappointed Republicans will say that the President will go ahead alright, but that business had had its period of lethargy and was due for a rise, anyhow, pointing to the fact that it took just as long for a prosperity-return as it did for the depression, not produced by any single individual, to work itself out.

On both sides, and there is no need for trying to find out who started it, the campaign was the "mud-slingingest" period history has known. It is to be hoped that it is the worst that history will ever know, for most people don't want to see another like it.

Be that as it may, it is now up to the people to cooperate with the government, regardless of their private feelings, in order that America may resume its position of authority, in order that the whole country may feel better conditions, in order that business may go ahead.

And within the industry it is the duty of the leaders to put their shoulders to the wheel, to cooperate among themselves so that the coin machine industry may know a sustained period of good business, so that all may share, so that prosperity, coming to an alley, will not turn down off the straight path.

Coinmen Only

IT IS with a great deal of pleasure that the COIN MACHINE REVIEW notes and acknowledges an acceptance on the part of the manufacturer's association of a suggestion which it earlier proposed for the improvement of the Annual Coin Machine Show, held in January in Chicago.

It may be recalled that last February, immediately following the 1936 show, the COIN MACHINE REVIEW devoted its full editorial page to an exposé of unsatisfactory conditions and offered therewith a plan for alleviating some of the difficulty. The particular editorial, referring to the industry as "Topsy," declared that "Topsy has 'growed up.' But," it continued, "Topsy is old enough now to know that she will rate better if she keeps her neck and ears clean when she goes out in public. When Topsy was an infant the people didn't pay much attention to her. Her annual birthday parties were modest affairs attended only by her closest acquaintances. But as Topsy blossomed out they began to take notice. . . .

"Topsy's birthday parties grew in importance. The society editor started calling up to 'put a piece in the paper.' People read about her affairs and were impressed. The guests always had a good time, as long as the parties had an air of exclusiveness. But when the gatecrashers caught wind of the good times and free refreshments to be had at Topsy's they spoiled the fun for everybody. The invited guests were disgruntled at the intruders. Some of the crashers created disturbances in front of the house and gave a black eye to Topys' reputation."

Declaring that the 1936 show drew a record of attendance of 8,000, the COIN MACHINE REVIEW pointed out the fact that of this number a relatively small proportion were bonafide operators. The rest were intruders of one sort or another—gate crashers, free-drink-hunters, and others of that ilk—all come to taste the hospitality of Topysy's party without doing anything in return for Topsy. Even the manufacturers were at fault, in that they permitted or even invited their employees to attend the affair with the result that on Monday and Tuesday evenings operators interested in buying equipment could get nowhere near the displays.

It was the COIN MACHINE REVIEW'S suggestion that each visitor to the show be armed with credentials, either from the trade publication to which he subscribed or from a jobber with whom he did business. The registration desk which invited a free-for-all would be eliminated. The party would be restricted to those whom Topsy wanted present.

The suggestion was adopted and has been embodied in a notice sent out by the Show Committee to the effect that every operator must register in advance, supplying proper credentials, and his admission badge or certifcate indicating that he may justly be admitted will be sent him by mail. In doing this the National Association of Coin Machine Manufacturers has taken a definite step in the right direction. Manufacturers will save money in the liquid refreshments they customarily pass out, the operator will get a fair opportunity to see and buy, and the Show will once again serve its purpose in being a Coinmen's Show.

While a slight increase in cost of the display booths has been announced for this year it seems likely that no manufacturer will object to the raise, since his salesmen may work that much more efficiently.

And as regards the manufacturer's employees—It is only fair that they be given an opportunity to see what others in their line are doing. The COIN MACHINE REVIEW again proposes: Give them a special time and a special pass. Then everyone can be happy.



THE NEW

NATIONAL

NINE-COLUMN

for

1937

AMERICA'S FINEST

EXCLUSIVE TERRITORIES AVAILABLE

-:- TERMS -:-

Four Standard Color Combinations

Brown , Grey , Blue , White

McNEIL NATIONAL SALES COMPANY

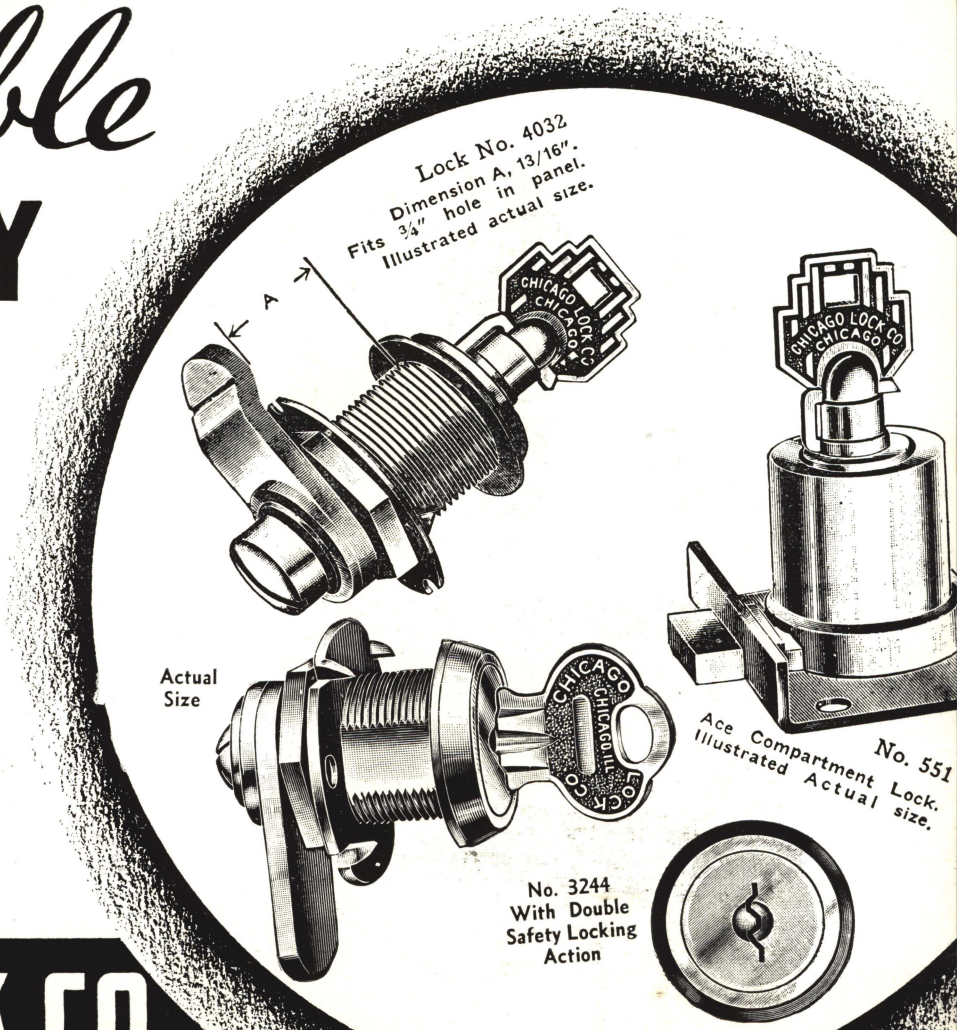
Southern California Distributors

713 South Westmoreland Los Angeles

Dependable SECURITY

★ Not just so much brass and steel, but SECURITY . . . THAT'S what you pay for when you buy a lock. But are you always sure of getting DEPENDABLE Security in the locks you buy? Thousands of coin machine operators and those who build coin machines are finding the answer in CHICAGO LOCKS. Here is security you can depend on, not just when the lock is new, but for the entire lifetime of the machine it is used on. Security you can depend on in the TOUGHEST SPOTS . . . in face of dishonesty and cheating . . . in spite of tricky keys and skillful pilferers.

★ Write for details about any of the locks illustrated here, or ask for free catalog covering our complete line of double-bitted locks. ACE locks, padlocks and coin chutes.



CHICAGO LOCK CO.

2024 N. Racine Ave. Chicago, Illinois

COLLECTION AID

● Jimmy Johnson gives collection book with game purchase.

CHICAGO.—Until further notice, according to report, Jimmy Johnson, owner of Western Equipment and Supply Co., will give a pocket-size collection report book, containing fifty originals and fifty duplicate receipts, to every purchaser of a Western automatic device.

Each sheet contains space for all the necessary data regarding collections—key number, date, kind of machine, name, address, total amount in machine, percentage, tax, less expense, deductions, net amount to divide, merchant's share, balance due operator, remarks, merchant's signature — and an additional supply of carbons is contained in the back. A sturdy cover protects the sheets from damage.

POLICY CHANGE

● Bally drops "limited production" idea on Preakness.

CHICAGO. — "Due to the tremendous demand for Preakness," declared Ray Moloney, president of Bally Mfg. Co., recently, "we are suspending the famous Bally limited production policy and will not go out of production on Preakness as long as this remarkable demand continues."

Moloney declares that collection reports are exceeding even those of Jumbo and Bally Derby, states that in less than 30 days the sales volume surpassed the Jumbo record, and adds that orders are pouring in faster than they can be filled for the one-shot giant-sized changing odds payout game.



ENTERING one of the doors to the Rock-Ola Mfg. Corp. plant and smiling broadly about it is Ed George, head of the novelty company which bears his name at 37-39 Irma Avenue, Akron, Ohio. He reports business conditions in his territory are higher even than in 1929.

DUFF JOINS EXHIBIT

● Former operator becomes ad and sales promotion man for Exhibit Supply Co.

CHICAGO. — Mort Duff, well known among coin machine men, particularly in Missouri, Iowa and adjacent states, where he operated equipment at one time, is the latest addition to the roster of men working for the good of Exhibit Supply Co. Duff joins the firm in the capacity of advertising and sales promotion manager, according to word sent out by J. Frank Meyer, Exhibit's president.

Recently, since severing his operating connections, Duff has been associated with Bagley, Horton & Hoyt Advertising Agency as copy chief on the Sheaffer Pen and Pinex accounts. It is felt, however, that his former experience and his maintained interest in operating throughout the country should make him an able counselor to operators and their problems. He has asked the COIN MACHINE REVIEW to extend all readers a personal invitation to drop in at the Exhibit Supply Co. plant to get better acquainted.

ESCAPES INJURY

ST. LOUIS.—Carl Trippe, head of Ideal Novelty Co. of 1518 Market Street, may count himself fortunate, for he escaped without serious injury from an automobile accident which completely wrecked his four-day-old car. Mrs. Trippe was not so lucky and suffered a broken collar bone. The accident occurred near Nashville, Ill., while Tripple was en route to his branch office at Mount Vernon, Ill.



COMPARE THE REST

. . . Then watch

WURLITZER'S

SKEE·BALL

(REG. U. S. PAT. OFF.)

NOT a "bug" in a carload . . . or a hundred carloads, for that matter. That is the reason Wurlitzer's SKEE-BALL, the streamlined symphony of enduring entertainment, is quietly taking command of every prize location . . . with faultless and fascinating performance.

If, perhaps, Wurlitzer has been over-cautious in its painstaking achievement of a perfect product . . . the everlasting gratitude of SKEE-BALL operators is our sufficient reward.

And if we could address this message exclusively to Wurlitzer operators, we would say to them with Wurlitzer's reputation in the balance: Investigate for yourselves what SKEE-BALL IS doing . . . HAS BEEN doing with joyful monotony . . . and WILL BE doing with profitable regularity in the months and years to come.

Then, before you have occasion to regret any costly delay, see if you can arrange to fill your order from our regular carload shipments of SKEE-BALL.

RUDOLPH WURLITZER CO. of CALIF.

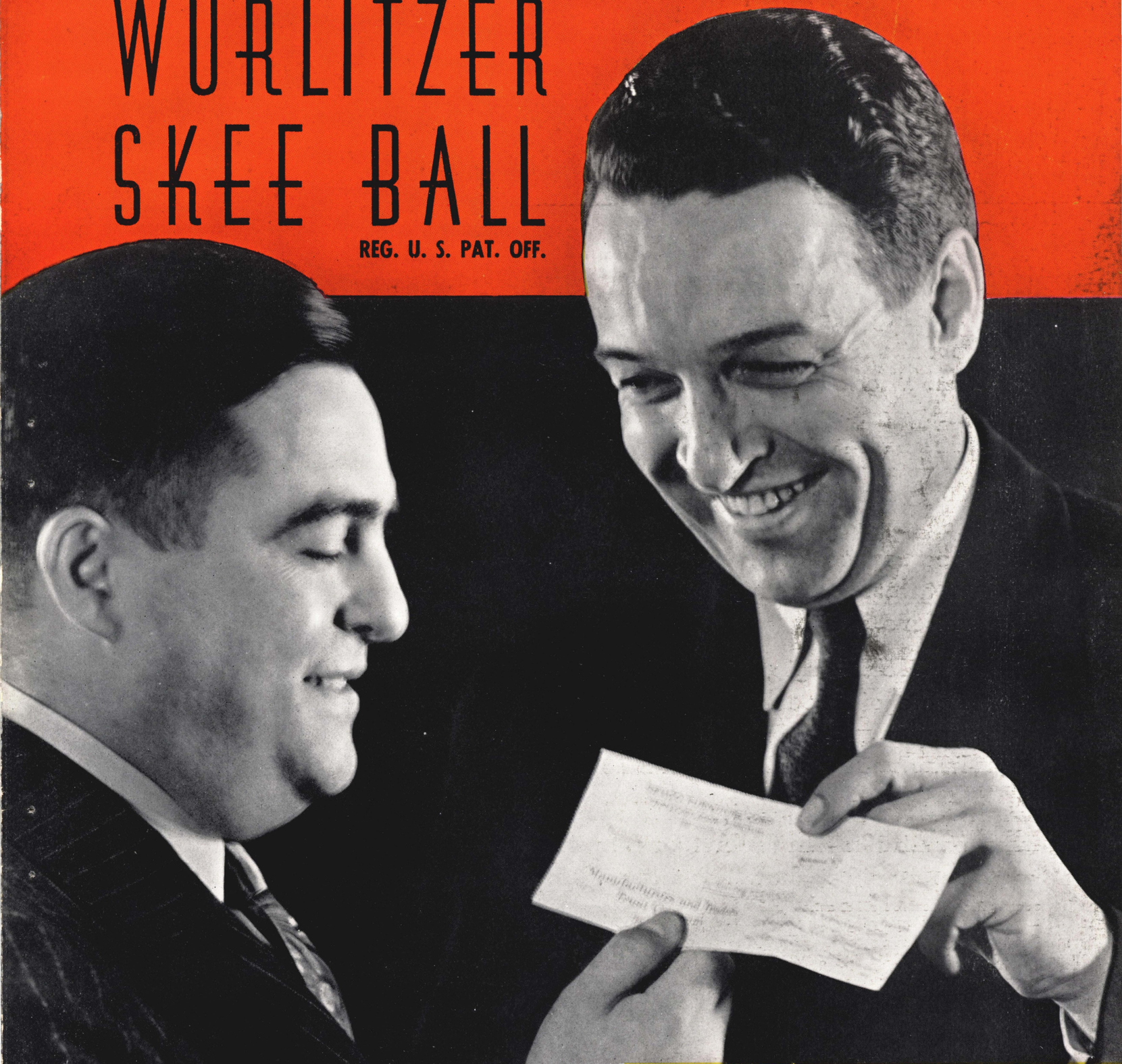
W. E. SIMMONS,
General Manager.

RUDOLPH WURLITZER CO. of CALIFORNIA

1025 N. HIGHLAND AVE., HOLLYWOOD, CALIF.

MAKE BIG MONEY *with the* WURLITZER SKEE BALL

REG. U. S. PAT. OFF.



"In most cases, your **DOWN PAYMENT** *is all you need"*

YOUR "PROFIT" SHOULD QUICKLY PAY OFF

Your Investment in

WURLITZER SKEE BALLS

REG. U. S. PAT. OFF.

You can make big money on Skee Ball. Most operators are finding that their down payment is all they need — that the profits from these machines take care of them from that point on. Those who buy for cash are also finding Skee Balls one of the most profitable pieces of equipment they ever operated.

What is more, your investment in Skee Balls should be good for years to come. The game has maintained its popularity for over a quarter century in amusement parks where it has been operated all these years without coin mechanism. Today in the coin machine field it is making bigger money than ever before.

Those who pioneered the operation of Skee Balls in taverns some eighteen months ago report higher profits than when they first started, and these very same operators are ordering hundreds of additional Skee Balls for their locations.

Get into this profitable business. Thousands of locations are available — in taverns, restaurants, hotels, clubs, dance halls, roller rinks, bowling alleys, billiard and pool parlors.

Get into this profitable business that is here to stay and pays big money. Write, wire or phone for prices on Wurlitzer's Skee Ball.

. . . After That You



Keep All Profits!

Every WURLITZER SKEE BALL *should net you* HUNDREDS OF DOLLARS *the* FIRST YEAR

Experienced operators estimate that the Wurlitzer Skee Ball should pay for itself in from ten weeks to three months. That would mean a return of four to five hundred per cent on your investment the first year.

Just as we predicted, the Wurlitzer Skee Ball has already assumed the leadership in this new field. This is because we took the time to get the game right before we shipped thousands of machines to operators all over the country.

We realized that Skee Ball was here to stay—that it was not a fad. So we built the most beautiful bowling-type game in America—incorporated all the tried and proven principles of play appeal—built it so mechanically perfect that it will operate month in and month out with a minimum of service calls. Here, at last, is a bowling-type game that will not eat up your profits by breaking down and being out of commission when it should be making money for you.

When you invest in bowling games, be sure your investment is safe. See that the game you buy is solidly built—big, heavy, substantial so that it will stand hard usage and abuse—that it is mechanically right. You owe this to yourself, because Skee Ball is here to stay—good for big profits year in and year out. Don't eat up your profits by buying a machine that will wear out or become obsolete.

Remember, if you are a smart operator, your Wurlitzer Skee Balls should average you hundreds of dollars profit every year, so write, wire or phone for operator's propositions. Get in on the ground floor and take the best locations.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

GET INTO THE PROFITABLE SKEE-BALL BUSINESS—HERE TO STAY—PAYS BIG MONEY

Write, Wire or Phone for prices on **WURLITZER'S SKEE-BALL**


SKEE BALL
9 BALLS
220
5 CENTS
AMERICA'S GAME
WELL PARTNER, THESE SKEE BALLS ARE A GREAT INVESTMENT
YES, AND SKEE BALLS ARE LEGAL, AND NOT JUST A FAD EITHER!



WURLITZER'S SKEE BALL

(REG. U. S. PAT. OFF.)

AMERICA'S NEW GAME

WESTERN MEETING

● **Wurlitzer operators have 2-day affair in Seattle.**

SEATTLE.—Some 30 operators of Wurlitzer equipment attended a two-day meeting here, Friday and Saturday, October 23 and 24, sponsored by Fred Fields, Wurlitzer factory representative in the Pacific Northwest. The affair combined business and pleasure—"we gave them all they wanted to eat and drink," said Fields—and the party drew most of the operators of Eastern Washington, Eastern Oregon, Western Montana and Idaho.

Among those attending the affair were: W. M. "Billy" Woods of the Automatic Amusement House, Inc., Boise, Ida.; Roy Cartwright of Cartwright Amusements, Baker, Ore.; G. M. Epling, Epling Novelty Co., LaGrande, Ore.; C. Frank Knowlton, Knowlton Music Co., Walla Walla, Wash.; Fred and Ed Lavell, Lavell Novelty, Spokane, Wash.; Helmer and Art Bangs, Bangs Brothers, Spokane; Earl Emery, Diamond Music Co., Newport, Wash.; A. F. McFee, Wallace, Ida.; P. A. Kelson, Bonners Ferry, Ida.; Ed Perry, Interstate Novelty Co., Spokane; R. F. Welcome, Superior, Mont.; W. R. Olney, Missoula.

In addition to this, 15 or 20 other operators from surrounding territory dropped in to dinner on Friday evening. All spoke of looking forward to the Oregon Coin Machine Convention held in Portland November 8 and 9.

WINSLOW HURT

● **L. A. music op in car crash while vacationing in Utah.**

RICHFIELD, Utah. — Harry Winslow, music operator from Los Angeles and former president of the California Music Operators' Assn. (Southern Division), is lying in the Sevier Valley Hospital here, suffering from a crushed pelvis and severe forehead injuries as the result of a car which leaped a bank.

Winslow, associated with the Pacific States Amusement Co., Los Angeles phonograph operators, had been vacationing through Bryce Canyon and the Rocky Mountain region with a friend when, in driving, a tire blew out and caused the car to go over an embankment.

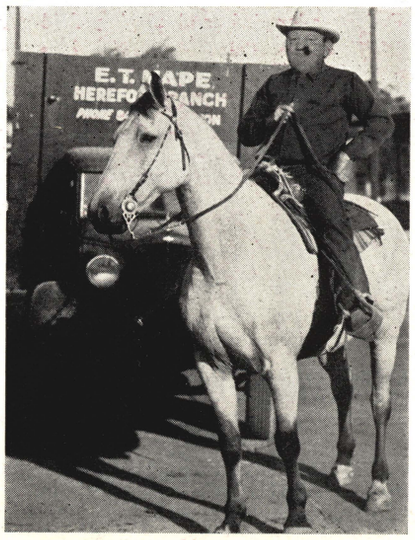
Mrs. Winslow rushed from Los Angeles to the hospital, and returned the last of October with the word that her husband was getting along as well as could be expected, but that it would be some time before he could be moved, and that he would be required to remain in bed for several months. Operators who know Winslow and who would like to drop him a line may do so simply by addressing him in care of the Hospital at Richfield.

NEW L. A. OFFICE

● **Denver music operator establishes Coast headquarters.**

LOS ANGELES.—J. P. Blackwell, prominent Denver phonograph operator, has established branch headquarters on the Pacific Coast, according to a recent announcement. His offices are situated in Los Angeles at 3032 West Pico Boulevard.

Blackwell spent considerable time in the city during the past month and it was at that time that he reached his decision to expand his operations. The Misses Kane and Blackwell, the latter a sister of the Denver man, are in charge of the Coast office which will serve as a point of contact for the Rocky Mountain headquarters.



BUYER THIS TIME

● **Salesman Capehart places carload order for $2000 worth of cowhorse.**

STOCKTON, Calif. (Special to COIN MACHINE REVIEW)—Two thousand dollars, believed to be a record price for a cow horse in this county, was paid yesterday by an Eastern multimillionaire for Black Foot, 8-year-old horse owned by E. T. Mape.

The purchaser was Homer Capehart of New York, an executive of the Rudolph Wurlitzer Company and a nationally-known stock fancier as owner of a ranch at Windsor, Ind. Capehart was struck by the beauty of Black Foot while paying a visit to Mape's 3700-acre ranch at the Fork of the Stanislaus and San Joaquin rivers in Stanislaus county several months ago.

Capehart took several pictures of Black Foot and used them in connection with phonograph advertisements. After Mape had refused to sel the mount on several occasions, the Eastern man refused to take "no" for an answer any longer and told the owner to name his own price.

Mape purchased Black Foot two years ago after seeing him on exhibition at a Los Angeles stock show. The horse was said to have received wide recognition as one of the finest rein horses in the Nation. Capehart plans to exhibit Black Foot at shows in Indiana and surrounding states. The horse was loaded on an express car last night for delivery to its new owner.

DENVER, Colo.—Express train bearing the cow horse Black Foot stopped here at 10:12 last night for a change of engines en route to Indiana.

WINDSOR. Ind.—Black Foot arrived here in good shape at the exclusive 1½-acre chicken farm of Homer E. Capehart and caused consternation when the foreman discovered around the horse's neck a collect express tag for $351. In reply to his wire, the foreman received the following message from Capehart: "REFUSE SHIPMENT ITS A GAG STOP GO WEST YOUNG MAN AND TELL ED MAPE THE WOIKS DONT STOP."

OUT OF TOWN

OMAHA, Nebr.—Sam Pepper, manager of the Polly Sales Co. is out of town on business. His office is closed during his absence from the city.

L. A. BOOMS

● **Coinmen note business pickup following election.**

LOS ANGELES.—Local jobbers and distributors, immediately following the counting of election returns, experienced one of the most sudden and certainly the largest of increases in the history of their business. Ever since the number of candidates for the post of District Attorney was reduced to two in the primary election held in the spring, there has been a bitter battle waged in the city, and coinmen, unsure of the results, limited their purchases to the barest necessities for continuing their operations.

The two men about whom the battle centered were Harlan G. Palmer, Hollywood attorney and newspaper publisher, admittedly a foe of coin machines and their operators, and Buron Fitts, the incumbent. Fitts, it was learned, was open-minded. Palmer, it was openly stated, would do anything within his power to end the operation of marble games and similar devices. t was even feared that he would exceed the authority of his office and harass the operators out of business without giving them an opportunity of a fair hearing.

As a consequence the operators and jobbers banded together and did what anyone else would do in order to protect a legitimate business: they campaigned for Fitts. Nearly all the establishments were closed on election day as jobbers and distributors used thei rcars to transport voters to the polls, and many operators forsook the visitation of their regular routes in order to cooperate in similar fashion.

That coinmen everywhere may at least help to promote the success of an objective providing they work cooperatively is indictaed by the fact that in Los Angeles they were victorious. The votes gave Fitts a clear and considerable majority and Palmer conceded his defeat.

Now, as a result, business has flared up with a sudden surge that is heart-warming to everyone concerned with the local continuation of the business.

WEATHER-AID

● **Firm making protective covering for phonographs.**

GREENSBORO, N. C.—The weather is still "one of those things everybody discusses but nobody does anything about." But now it is at least possible to prevent some of the damage done by a sudden storm simply by using a new weatherproof cover for phonographs and other machines, being made by Max E. Wells and Co.

While the business itself is comparatively young it is reported that operators have been quick to see the advantages of using such a cover to protect expensive equipment, particularly since the covers are moderately priced and are sold on a money-back agreement. With bad weather coming on it is expected that operators will welcome the information that they can now be adequately prepared for the emergency which rain creates.

NEW MANAGER

HOUSTON, Tex.—A. E. Ritchey has recently been appointed general sales manager for the Buckley Mfg. Co. for a new Buckley territory set-up known as the Southwestern Sales Division and comprising the entire states of Texas, Oklahoma, New Mexico and Arizona. Present Buckley offices in Houston, Dallas and Fort Worth will be maintained, it was learned.

OPEN SEASON

● Players may shoot Seeburg ducks at any time of year.

CHICAGO.—"I'm counting ducks instead of sheep when I lay myself down and try to sleep." So muses Paul Gerber, poetically, these days, for he has opened a coin machine arcade in the Hotel Sherman, and a Seeburg Ray-o-Lite Rifle installed there is attracting continual play from the crowds.

Gerber declares that from noon-time on the range is consistently in use. First the lunch-time crowd occupies the place. Then, during the afternoon there are LaSalle Street brokers, lawyers, doctors, and men and women from all walks of life who spend an enjoyable time shooting at the moving duck target. He also points to a crowd of people in dinner clothes who find the game enjoyable, and cites the instance of a noted stage star who monopolized the game for an hour while the crowd grew impatient for a turn.

He feels that the combination of trap-shooting thrill and the requirement of skill and control that the player must have will make the machine good for a long and sustained run of play—that and the fact that there is no "closed season."

NATIONAL POLL

● Popularity of Bowlette shown in recent survey.

CHICAGO.—In a recent nation-wide poll Bowlette was shown to be at the head of the popularity list of coin operated amusement machines now in active location, according to a report from Ray Becker of J. H. Keeney and Co., makers of the bowling-type game.

Technical correctness of the engineering design—alley-pitch and playing field proportions which require expert play—are held responsible for coast-to-coast acceptance of the game, according to Becker, and those factors are further evidenced in the American public's demand for and approval of a finished product. "And the rapid growth of Bowlette leagues and associations all over the country serve as added proof," Becker added.

Troubleproof and cheatproof, with instant coin chute and ball release, Bowlette is emerging from the three Keeney factories at the rate of 100 a day to meet the demand for immediate deliveries.

ELIMINATOR SUCCESSFUL

● Games need not be "out of order" if Epco product used.

CHICAGO.—Games no longer need to be "out of order" due to a blown-out fuse, if the operator will use the Epco fuse eliminator which has sky-rocketed to success in something like 30 days, according to A. B. Chereton, president of Electrical Products Co. Before this device was available a game with a blown fuse had to wait idle until the operator got around to fixing it. Now, it is pointed out, a toothpick or a small match in the hand of the location owner will make the machine go again in only a few seconds.

The device is constructed of thermostatic metal about two inches long inserted in an insulating material of the same length, a half-inch wide and an inch deep. A spring in the center, controlled by the thermostatic metal, acts as the circuit breaker. Instead of melting or being deteriorated this spring simply pops out of place until reset.



SHELLY APPOINTED

● Western Distributors' traveling representative to handle firm's new Spokane office.

SPOKANE, Wash.—Quite a gala affair was the opening of the new Spokane office of Western Distributors, Inc., of Seattle, recently, according to Harry Wolcher, head of the firm, who is shown (as he says—"near the tail again") in the above picture, with Frank Dalton of Western Sales Co. of Eugene, Ore.

Immediately assuming charge of the office at South 2 Bernard Street and helping Wolcher to welcome the visitors, was Phil Shelly, who has become acquainted with most of the operators in the state through his travels for Western Distributors.

A great many local and out-of-town operators were present on the opening day, according to Wolcher, and flowers and telegrams were received from most of the coin machine manufacturers in the field. A few very nice sales were made, and all in all Wolcher feels that the new office will fill a long-felt want.

In the West It's Wolcher

Snap-Back Service on . . .

PUNCHBOARDS

All Leading Brands

GARDNER ● HARLICH ● HAMILTON ● BREWER

The West's Only Coin Machine Department Store Adds a New Service

We are pleased to announce the appointment of Mrs. Anne Mandel, formerly of Gardner & Co., as manager of our salesboard department with headquarters in San Francisco. Whether your requirements are for one board or 100—no matter what type you have been using—you may depend upon us for immediate service from warehouse stock.

The Lou Wolcher Company

ADVANCE AUTOMATIC SALES CO. — WESTERN DISTRIBUTORS, INC.

SAN FRANCISCO • LOS ANGELES • SALT LAKE CITY — SEATTLE • PORTLAND

1021-1023 GOLDEN GATE AVENUE — 1150-1154 WEST WASHINGTON BLVD. — 63 WEST SECOND AVENUE, SOUTH — 3126-3128 ELLIOTT AVE. — 615 S.W. 19TH. AVE.

Your Biggest Month . . . Our Biggest Month!

CASH IN *on* THESE WINNERS



1 MARKSMAN PAMCO'S Radio-Lite target machine that is a positive wow! Now on display! Can be bought on the PAY-AS-YOU-PROFIT PLAN.

2 SEEBURG SYMPHONOLA Four different models to choose from! Come in! Hear them! They recreate the true tone value.

3 GIANT MOVIE BANK (Illustrated)—Exhibit's new bank nite one-ball pay table. It's different and a real money-maker!

...and don't forget!

We Are Taking Orders* NOW *on

Exhibit's "SHOOT-A-LITE"—$198.50
Hollywood ELECTRIC EYE RIFLE RANGE
A.B.T. GRUB STAKE—$142.50
Rockola's ONE BETTER Payout Table—$137.50
Rockola's MONTE CARLO Payout Table—$98.50
Bally's PREAKNESS—$149.50
Gottlieb's DERBY DAY—1937 Edition
Gottlieb's DAILY RACES—1937 Edition
Keeney's STOP AND GO—$149.50

NEW MARBLE GAMES

ROCKOLA'S BANK NITE—$49.50
OSBRINK'S KNOCK-KNOCK—$58.50
ADVANCE ELECTRIC FLARE—$59.50
GROSS'S FURY EXCEL—$54.50
And several other new ones

USED AUTOMATICS

TICKET MODELS

Big Shot Automatic Payout	$40.00	Hialeah	$45.00
		All-Star	$59.50
Pamco Palooka Jr.	$65.00	Flicker	$87.50
		Velvet	$69.50
Peerless			$45.00
Sunshine Baseball (Gottlieb's)			$59.50
Daily Races (Western)			$59.50

And many others, priced right

Boy, Oh, Boy!* COUNTER GAMES—*What Money-Makers!

HORSESHOES
THREE CADETS
Buckley's BONES Dice Game—(Automatic Payout) $92.50

ALWIN
A.B.T. HALF-MILE $32.50
CAILLE CADET — Any color Cabinet $97.50

SELECT-'EM

GROETCHEN REEL "21"
CENT-A-PACK
Groetchen High Stakes $24.75
Daval Races $17.50

—SCOOP—
New Crackshots . . $19.50
New Drawballs . . 27.50

We Have Added ROCK-OLA'S
LO-BOY SCALES
to our stock.

Full Line of
GARDNER SALESBOARDS

We will meet any advertised Los Angeles price on NEW or USED games!

Write for Complete List and Prices!

PAUL A. LAYMON

Jobber of Quality Coin-Operated Machines

1503 WEST PICO STREET LOS ANGELES, CALIF.

Puffs from the Smoke Pack by Art Weld

A TRUCE, temporary at least, has been declared in the battle for locations via the high commission route, according to statements by some of the big operators of cigarette machines in the Los Angeles territory. A gentlemen's agreement (and there are several gentlemen in this industry) became effective November 1. By its terms, the highest commissions to be paid locations will be one and one-half cents per pack on standard brands, one cent on specials and one-half cent on the dime cigarettes.

During the past few months commissions "offered" spots ranged up to two and one-half cents per pack, with bonuses and other inducements necessary to take a location from another operator.

It is understood the verbal agreement ends spot-thefts and the boys will concentrate on new business on a competitive basis, with high grade equipment as a talking point.

Read Review Supplement

Chris Weber, co-inventor of the Weber-Weymouth cigarette machine, got a bang in the bus the other day. Gliding blithely home in his car, he met another at Fourth and Jefferson with disastrous consequences to his fender and radiator. It cost him a bag of money to get it repaired, with slight chances to shift the cost to the other fellow. Chris invented a swell coin-return hickey for his cigarette machine and now is concentrating on a coin-return for autos that will refund money put out for collision repairs.

Read Review Supplement

Thanks, boys, for the many expressions of sympathy following the death of my little granddaughter. Condolences came from men in the industry in many states. F. E. McKee of Tacoma, Wash., sent an appropriate poem. Thanks again.

Read Review Supplement

Miss Madelyn Pobanz has resumed her duties in the office of the Rowe Service Co. after a swell vacation of a month in the far east. In New York City she visited her uncle. (And I don't mean an "uncle" with three balls in front of his business.) No, sir! It was Uncle Bill Rowe, one of the high officials of the Rowe Mfg. Co. that makes those swell cigarette machines. En route home, she visited Niagara Falls and was surprised to find the place still running.

Read Review Supplement

Horace W. Skelton, who has been on a big loaf all summer, has tired of the idle life and resumed operations with the Rowe Service Co. The little operators who used to find shelter under his big umbrella during stormy periods now are anxious to see if he will dig the old protector out of the mothballs where it has reposed for several months.

Read Review Supplement

Pete Johnson, chief of bookkeepers at the Rowe office, has been promoted to superintendent of the cigarette department. He will be in charge of incoming deliveries, storage and outgoing supplies for service men. From juggling figures in books to juggling 50-pound cases of cigarettes is quite a different matter. In his new capacity he will have complete charge of the vault.

Read Review Supplement

Philip Morris gave the boys a little surprise party November 1, and it wasn't a pleasant one, either. Instead of giving the gang presents he took the gifts away, gol dang it! Several weeks ago the Morris company inserted an extra pack of cigarettes in every carton of 10, which allowed the retailer an extra profit of a couple of bucks or more per case, according to commissions paid. The extra packs went to cut rate stores as well as machine operators.

Now, it so happens that the Philip Morris Co. has always maintained a retail price of 15 cents per pack for its product, and they have taken pride in their ability to keep it there. But as soon as the extra pack appeared, such chains as Shifty Drug, Howl Drug, Sundog Drug, Vest Drug Stores, Greenwall Drug and others dropped the price to twelve and one-half cents. Now the gift pack has disappeared and the price is back to the old basis.

Read Review Supplement

C. A. Blake is up in the air again. This time to Winston-Salem, N. C., to make further arrangements for a big deal which, he claims, will revolutionize the merchandising of cigarettes in the entire United States. Blake always travels the airways on long jumps.

Read Review Supplement

Slipknot marriages are among the miseries of life that Al Weymouth can get along without. So to make his wedding of a year ago at Ensenada, Mexico, more secure in the United States, the Weymouths had the knot tied all over again on October 19, their first anniversary. The event was solemnized during a celebration at Musso's, on Wilshire, in the presence of a large number of guests. A double knot is always harder to untie than a single, quoth the groom.

Read Review Supplement

Just what effect the strike of seamen will have on shipment of cigarettes is problematical at this time. Jobbers assure the operators there will be no trouble in supplying the demand from stock transported by train and truck from manufacturing centers to Los Angeles warehouses. However, some of the operators are laying in extra stocks while available. One concern here has leased a warehouse and placed $100,000 worth of cigarettes therein as a safeguard against a possible shortage.

Read Review Supplement

Two hundred Rowe Imperial cigarette machines are tied up at San Pedro harbor by the seamen's strike, according to E. F. Stanton, who had them ordered for choice locations in Los Angeles and environs. The order, however, has been duplicated for transportation by rail.

Read Review Supplement

E. C. McNeil & Associates, distributors of the new nine-column National cigarette machines, have become subdividers of real estate, although they don't own any. Here's how: They've decided to assign protected territory to their customers, allowing only one operator to buy Nationals in any one restricted district. Thus far operators have contracted for San Fernando Valley, Orange County, San Bernardino, Riverside, and the Imperial Valley. Preston Jarrel, one of the associates, now is in San Diego to close that district. The firm reports the sale of 300 machines in the last six weeks.

September 26 marked the nuptials of Laveta Mitchell and James Harkness. The bride was an assistant in the Los Angeles office of the Rowe Service Co., and the groom a service man for the same concern, recently transferred to the San Diego territory. The following account was written by their co-worker, Pete Johnson, clever writer (and teller) of fiction:

"Jimmie was tastefully attired in dark blue, with a white carnation, shoes nicely shined, and ears pinned back. Not having made the bridal trip as often as some of us old-timers, we all thought he'd be scared to death, but it so happened that it was the best man who gave an imitation of the Parade of the Wooden Soldiers with rubber knees. Jimmie walked nonchalantly out and waited for 'Pa' Mitchell to escort the blushing bride to the halter. To us who have known 'Mitch' for a long time, it seemed rather odd to see him without his gun, he being part of the L. A. cop force.

"Jimmie's sister, Eva Harkness Short, was matron of honor, with Eddie and George Short, Jimmie's brothers-in-law, as bodyguard, or something, who saw to it that Jimmie didn't take a sneak out the back door.

"Ed Stanton and Horace Skelton had most of the fun of the evening, outside the church, heaving rice at everyone in the audience. After the ceremony we all adjourned to the Mitchell residence, where light refreshments were served.

BAR BOY
BEER MACHINE

A Winner! Be first to install them! 5 & 10 cent Beers. F.O.B. Los Angeles.... **$14.95**



Also
GEM
CIGARETTE MACHINE
It takes the pennies! F. O. B. Los Angeles $13.50
Both machines equipped with Coin Divider . . . Positively Foolproof.

Liberal Allowance on MILLS Bluefront Slots

All Types of NEW and USED GAMES

WESTERN VENDING MACHINE COMPANY
Established 1931
1511-13 W. Pico Los Angeles, Calif.



"Thought you had a date with your girl friend tonight?"

"Well, I did, but when I saw her leave her house at two minutes of eight with someone else, I got sore and called it off."

Tom Wall of the Troy Sales Company, Los Angeles, hired a pretty blonde steno to take shorthand notes at a recent meeting of CAMOA. All went well until Joe Orcutt started talking about a "pregnant idea," then she up and left the meeting.

Doctor to Chicago coin machine manufacturer who had been traveling at quite a pace and was beginning to feel it: "The best thing you can do is to give up cigarettes, liquor, and blondes."

C. C. M. M.: "What's the next best thing, Doc?"

"Waiter, it's been half an hour since I ordered that turtle soup."

Waiter: "Yes, but you know how turtles are."

Lawyer: "Then you admit that you struck the plaintiff with malice aforethought?"

Defendant (indignantly): "You can't mix me up like that. I've told you three times I hit him with a brick and on purpose. There wasn't no mallets nor nothin' of the kind about it—just a plain brick like any gentleman would use."

"Harry surprised me by telling me we were going to spend our honeymoon in France."

"How nice, and how did he spring it on you?"

"He said that as soon as we were married he would show me where he was wounded in the war."

Then there is our attorney friend who spent the evening trying to break the girl friend's will.

Prof. Hercules Strongarm,
Strongarm Correspondence School of
Physical Culture,
Fifth Avenue, New York.
Dear Prof. Strongarm:

I have completed your course. Kindly send muscles.

Yours truly,
I. M. Akrempuf.

Judge: "But you cannot withdraw your plea of guilty after the case has been heard. How is it that you wish to reverse your plea now?"

Accused: "Well, you see, Judge, that final speech of my lawyer has convinced me I am innocent."

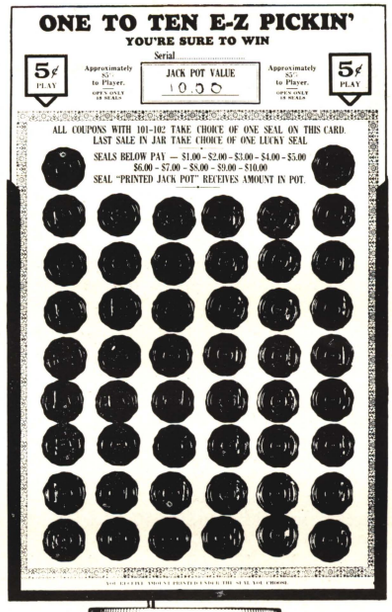
"You boys of today want to make entirely too much money. Do you know what I was getting when I married your aunt?"

"No, and I'll bet you didn't either."

"If you won't pay for your milk you might at least return the empty bottles."

"What do you pay for empty bottles?"

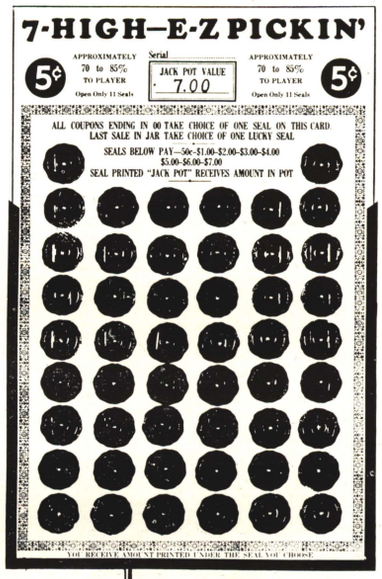
JAR GAMES are getting the BIGGEST play!





Jar Brings In.....$102.60
Average Payout..... 74.00

Average Profit.....$ 28.60





Jar Brings In.....$50.00
Average Payout..... 35.50

Average Profit.....$14.50

Operators interested in these fast-selling counter games can secure information on prices and territory by writing at once to:

GUY NOEL, President

GAY GAMES, INCORPORATED

MUNCIE, INDIANA

CASE DISMISSED

● Figures in fraud investigation relieved of charges.

DENVER.—The case of James P. Blackwell and Lafayette B. Utter, figures in a slot machine investigation in Denver in 1934, was settled by agreement between defense attorneys and the United States Department of Internal Revenue, which had sued the wives of the defendants for income tax money, asserting that the pair had turned their property over to their wives.

The government claimed that there was about $18,000 due, but settled for $5,600. By stipulation of defense attorneys and the government counsel, allegation of fraud and fraud penalties against Blackwell and Utter were dismissed.

BACK FROM TRIP

OMAHA, Nebr.—John F. Dahl, who operates over 200 cigarette machines in different locations in Omaha, has just returned with his family from a two-weeks' vacation trip. Most of their time was spent in traveling and sight-seeing in Yellowstone National Park and Estes Park in Wyoming and Colorado.

"We had a fine time and certainly enjoyed our vacation this year," he declared. "This is what you might call a dull time of the year for coin machines, so we took our vacation during the lull in business."

Dahl stated that he was a great football fan, and will be pulling for the University of Nebraska all during the schedule. "Nebraska has a good team this year," he said, adding: "Ask Minnesota."

A SENSATIONAL

MONEY MAKER

Mutoscope's HURDLE HOP



- GETS INTO MORE LOCATIONS!
- EARNS A FASTER NICKEL!

TAKES LESS SPACE! HAS SAME THRILLS AND SAME ACTION AS

LARGE BOWL-ING GAMES



BIGGEST SMALL GAME HIT IN TWO YEARS

Size: 42" x 20". Fast Action — 10 Balls for 5c

TICKET MODEL **$97.50**

STANDARD MODEL **$59.50**

Tax Paid F.O.B. N. Y.

SEE YOUR JOBBER OR WIRE YOUR ORDER DIRECT TODAY

WORLD FAMOUS SINCE 1895 — MUTOSCOPE

MANUFACTURED BY

INTERNATIONAL MUTOSCOPE REEL CO. Inc. 516 W. 34TH ST. NEW YORK CITY

THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

W.V.M.O.A. NEWS

OFFICIAL DEPARTMENT OF THE WESTERN VENDING MACHINE OPERATORS' ASSOCIATION

Devoted to the Interests of Merchandise Machine Operators

MEETINGS: Fourth Monday of each month in Los Angeles at Clifton's Cafeteria 648 South Broadway, 6:30 P. M.

Lew Bueter, President
218 W. 75th Street, L. A.
THornwall 7667

Phil Eisendrath, Secretary
927 S. Grand Ave., L. A.
TUcker 4864

J. H. Scott, Treasurer
1021 N. Alvarado Street, L. A.—FItzroy 5369

OCTOBER MEETING

THE October meeting was one of those off meetings. Of course we anticipated it, as in these forty-eight states of the Union once every four years we elect a skipper who pilots the ship of state as a united government for no good reason at all (as I see it). These election years, one out of every four, are off years, so we as operators must keep in step with the rest of the folks by having our meetings off a little—and how!

The president was "making big ones out of little ones" at the Elks' Circus at Huntington Park every night at 7:30 o'clock, and he hoped that this night's meeting could get under way at 6:30 so he could turn the meeting over to the vice-president about 8 o'clock and be only an hour late in getting to the Circus, but no luck . . . Most everyone came strolling in about 7:30 for this 6:30 dinner meeting. Say, you Bozos! It was the intent of those who set a 6:30 meeting time to fix it so that we could transact what business we had by around 8 o'clock and then go elsewhere for other evening activities. If you, as members, are not in accord with that meeting time, let's get together on this score, as it is not fair to those who come at 6:30 to have to wait until after 7:30 before getting down to business.

As I was saying, it was an off meeting. The president was leaving at 7:45, headed for the Circus to try and gather in a few shekels when most of you fellows were just arriving for this 6:30 dinner meeting. The secretary, Phil Eisendrath, phoned in that he was at the hospital and was the father of a new-born son, but he would come down if it was necessary. My answer was, "Thanks, Phil, for calling. Skip the meeting. Congratulations, Phil." The vice-president, S. C. Kingsbury, was reported sick in bed. "Scotty," the treasurer, arrived at 7:30, however. Perhaps the dope I have is correct. I am told that Scotty always shaves in the evening just before dinner, and this night he started to shave in plenty of time to get to the meeting promptly. However, as he was shaving, before he realized it he had talked himself into a haircut and a shampoo.

Our always-on-time, always-faithful assistant treasurer, W. H. McKinlock, was "Johnnie on the spot" at 6:30. Thanks a lot, Mac. And as to our member Straw and his New Year's attendance resolution, he is doing very nicely. Only one miss this year. The president sort of put last year's vice-president, Bud Wise, on the spot, first asking him to pinch hit for Phil as secretary pro tem, then turning the meeting over to him to act as chairman as I drifted away to the Circus to try to make a few shekels.

A new petition asking for the repeal of the $1 per machine per year Los Angeles Vending Machine Law, and the placing of vending machine operators' businesses under the $4 blanket business law, has been drawn up and filed with the Los Angeles City Council.

The door prize for the November 23 meeting will be a 50-pound box of candy-coated nuts, donated by Mr. Gilker of the Los Angeles Pan Confection Co. Thanks a lot, Mr. Gilker.

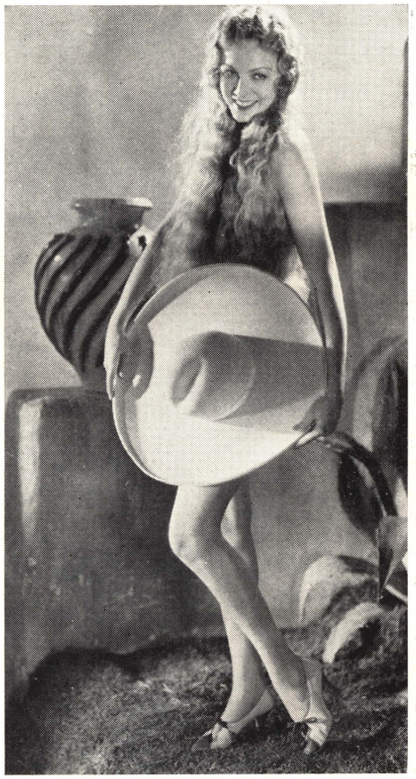
Strange as it may seem, if times keep getting better, there may yet be a customer for every vending machine.

Say, fellows, November has five Mondays. Our meeting is on the fourth Monday, November 23, and not the last Monday. We'll be seeing you at Clifton's, 648 South Broadway, Little Brown Room, second floor, November 23, *at 6:30 p. m.*

LEW B. BUETER,
President.

Girl Friend: "I guess you've had lots of chances to get married."

Operator: "Yes, but I'm not taking any today."



THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill for 1c Novelty Vending Machines, packed by:

M. BRODIE, 2672 Eucalyptus Ave., LONG BEACH, CAL.

Distributor: "MASTER" Novelty Venders—Mail Orders filled promptly.

WAMCO

SALES & SERVICE

RADIO RIFLES

$60.00

F.O.B. San Francisco

Novelty Machines

STRENGTH TESTERS
FORTUNE TELLERS
ELECTRIC SHOCKERS
PICTURE MACHINES

Claws, Cranes

Wide assortment in A-1 condition, specially priced.

Pin Games

Headquarters for all types of new and used games. Write for list.

Vending Machines

We have a large stock of new and used vendors. Special distributors for Zenobia pistachio nuts.

Supplies and Parts

Everything for the operator, under one roof!

WRITE FOR PRICES

REPAIR SERVICE

We GUARANTEE to repair perfectly any coin-operated device.

Machines converted to operate on any desired coin.

Western Automatic Machine COmpany

SAN FRANCISCO CALIFORNIA
697 Golden Gate Avenue



THE CAMERA—Didn't break, even though B. D. Lazar would be justified in terming the picture "unflattering." He stopped in front of one of the 20 buildings of the Rock-Ola Mfg. Corp. to have it taken. When he's not posing (and that is most of the time) he and brother J. D. Lazar serve as heads of the noted B. D. Lazar Co. of Pittsburgh, Pa.

RACING THRILL

● Western's Reel Races termed "Kentucky Derby" of automatic industry.

CHICAGO.—While the limitations of a counter machine make it physically and mechanically impossible for a reproduction of the dynamic thrill of the actual horse race, its relationship is so direct and the interest of its similar play is great enough to have made Western Equipment's Reel Races the "Kentucky Derby of the automatic amusement machine industry," according to Jimmy Johnson, the firm's head.

Johnson reports that operators are capitalizing on this theme and so have been able to "go to town" in both placements and income. He reports that simplicity of operation, jar proof stop and suspense are responsible for public acclaim, and the surety of high Western standard makes it popular with operators. Production is in full force.

RUGGIERO TAKES BRIDE

● Member of Jack Moore staff becomes benedict at S. F.

SAN FRANCISCO.—A wedding ceremony scheduled for the afternoon of November 15th at St. Anne's Church here was to unite John A. Ruggiero, of the San Francisco office of the Jack R. Moore organization, and Miss Bernice Cirimele of San Francisco.

Attendants at the ceremony were to be Jack Moore as best man and Mrs. Ethel La Rossa as matron of honor.

Destination of the young couple on their honeymoon was unannounced.

PROPOSES METERS

● Columnist feeling opinion by conducting daily poll.

DENVER.—The City Manager of Safety, William Gunther, has proposed that the city install parking meters on the downtown streets. Considerable interest is being shown in the proposal by the citizens, and the local papers have taken conflicting views.

To settle the matter, one widely-read columnist is conducting a poll among his readers to learn their views. Each day, at the bottom of his column a coupon is printed calling for a stand and leaving a place for the name, address and occupation of the citizen who makes a declaration.

In the column proper he is printing letters received, and to date these have been favorable. Most of the public seems to feel that it is proper to pay for parked time, and wrong for business men and others to move their cars every hour to keep them from being tagged. Also, by use of the meters, they claim, it will be possible to tag the cars of those who have been able to evade parking restrictions heretofore.

IN HOSPITAL

ALEXANDRIA, La.—R. S. Montcalm, progressive Monroe, La., operator is confined to the Veterans' Hospital here for a stay of several months and will appreciate hearing from members of the industry during that time. During his absence his wife and brother are carrying on for him.

How's everything in Columbus, Ohio, Superior Confection Co.?

Another New York firm gets on the list —Globe Amusement Co.

A

Complete Stock of

New and Used

CRANES
MERCHANTMEN
DIGGERS

and

USED ROTARIES

Attractively Priced • Terms Extended

Phone, Wire, Write — or better yet — Drop In!

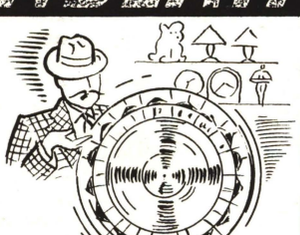
Also a complete line of specially selected premium items for crane and claw machines and newly prepared Rotary
MERCHANDISE

ERIC WEDEMEYER
PRospect 2353
828 W. Olympic Blvd.
LOS ANGELES

AMACO Incorporated
PRospect 2353
830 W. Olympic Blvd.
LOS ANGELES

AN UNBEATABLE COMBINATION

THE WHEEL OF A



LURE OF THE PLUS THE THRILL PIN TABLE!



that's A·B·T's

ONE BALL PAYOUT

GRUB STAKE



$142.50

Electropak equipped for $5.00 Extra
Check Separator Model $3.50 Extra

SPINNING WHEELS DO THE TRICK

A. B. T.'s GRUB STAKE, the newest and most exciting amusement machine in the industry, is filled with action and drama . . . combining all the fascination of the whirling wheel and the intense interest of a colorful pin game.

A. B. T.'s engineers have created an outstanding payout machine with unequalled originality and interest. The unusual design of GRUB STAKE draws heavy play on any location. Each feature is mechanically perfect, offering full protection from breakdown and repair losses.

Two-thirds of the play is in the wheels on the backboard. When the coin is inserted . . . these wheels go into action . . . spin and then stop with a click to show attractive payout odds that provide suspense and a thrill to the player. It's a real "come on" of luck and skill, that runs repeat business into tremendous profits for you.

A GAME DESTINED TO OUTLIVE THE ORDINARY TYPE OF PAYOUT TABLE!

PROFIT PROVEN by MANY HUNDREDS NOW ON LOCATION!

SPIN · REVOLVE · AND STOP WITH A CLICK

A·B·T MANUFACTURING COMPANY

3311 CARROLL AVENUE CHICAGO, ILL.

It's Manufactured by

RUBE GROSS & CO.

Remember "TORPEDO"?



The Biggest Mystery Winner in 5 Years !

What is it ?

Distributed in California Exclusively by

MOHR BROTHERS

PArkway 9175-9176-9177

2916 WEST PICO STREET LOS ANGELES, CALIF.

WANTED DEAD or ALIVE

$$$$$$$ CASH REWARD

FOR INFORMATION LEADING TO

THE SELECTION OF A NAME WORTHY OF THIS SENSATIONAL NOVELTY GAME HIT OF HITS BY RUBE GROSS & COMPANY!

Here are some clews!

ACTION—Positively the fastest moving multi-shot novelty game ever devised! Player gets 9 to 11 shots, and something happens every time!

SKILL—Absolute skill hole dominates the play.

SUSPENSE—A fascinating array of ball traps for extra scores; disappearing shots; furious kicker action full length of board. Collapsible pins.

PROGRESSIVE SCORING—Quadruple advance on both sides of playing field.

COLOR—Five-color animated playing field and beautiful new 23-inch by 45-inch inlaid cabinet.

NO LOST BALLS—Every shot counts; balls in skill hole return for replay. Mystery come-on features encourage repeat play . . . hour after hour!

OTHER FEATURES—Precision-built on rugged lines, simplified mechanism. New type kickers, easy on batteries. Indestructible plunger tip, new type plunger and ball lift. Latest type A.B.T. 400 Visible Chute. Shuffle board automatically opens if table is tilted; new game must be played.

Find Out More about this Mystery Winner Today!

WIRE — PHONE — WRITE — or SEE YOUR JOBBER!

Distributed in California Exclusively by

MOHR BROTHERS

PArkway 9175-9176-9177

2916 WEST PICO STREET LOS ANGELES, CALIF.

Hits On Discs

(Continued from Page 75)

JOHNNY JOHNSON (Orchestra)
MELOTONE 6-12-07 { SO DO I (FT) / PENNIES FROM HEAVEN (FT)
Okeh for dance spots.

BOB CAUSER (Orchestra)
MELOTONE 6-12-09 { WHEN IS A KISS NOT A KISS? (FT) / DID YOU MEAN IT? (FT)
First number is from "Champagne Waltz." Fair for dance spots.

JIMMY HUNTER (Orchestra)
MELOTONE 6-12-10 { I WASN'T LYING WHEN I SAID "I LOVE YOU" (FT) / MY FAVORITE GIRL (FT)
Okeh for dance locations. A side for the dancing, B side for clever lyrics.

JOE HAYMES (Orchestra)
MELOTONE 6-12-11 { THE MOON IS GRINNING AT ME (FT) / YOU'RE TOO SURE OF ME (FT)
First side of this disc falls a little below Haymes' usual standard. B side is good.

JIMMIE and EDDIE DEAN (Vocal)
MELOTONE 6-12-55 { THAT LITTLE BOY OF MINE / GOLDEN BAREFOOT DAYS
Guitar music accompanies this old-time playing and singing. Perhaps you can use these in beer spots. A side is the better of the two.

BILL CARLISLE (Vocal)
MELOTONE 6-12-56 THERE'S A MOUSE BEEN MESSIN' AROUND / GONNA KILL MYSELF (Good Gracous Me)
Carlisle suspects a rat, judging from the words —not a mouse, as his first song says. His second d'ttv is based on the fact that a "gal done him wrong."

ALLEN BROTHERS (Vocal)
MELOTONE 6-12-57 { SKIPPIN' AND FLYIN' / ALLEN BROTHERS' RAG
More hill-billy music and, as hill-billy music goes, this is pretty good. B side is without benefit of vocals.

PRAIRIE RAMBLERS (Old-Time Dance)
MELOTONE 6-12-58 { JUG RAG / THAT OLD HOME TOWN OF MINE (Is Still Alive)
No vocals on either side of this disc. Another hill-billy disc for those who like 'em.

NO MEETINGS

SPOKANE. — The Spokane Operators' Assn. has not been meeting for some time, according to a report from H. D. Severson. The COIN MACHINE REVIEW suggests that this would be a good time for them to resume activities.



The two McClellands, Jack and Clarence, admiring the new Rock-Ola Rhythm King at the factory on their eastern trip.

RUSSIAN PINBALLERS

● No spik English, but play pin games with a vengeance.

SAN FRANCISCO.—Since the introduction of pinball machines into America's playworld, those singing horsemen of the steppes, the Don Cossack chorus, can hardly wait to step off the gang plank every year or two on their musical tour of this country. The Cossacks speak very little English—some of them not a word—and those "fascinating machines" as they told this correspondent in Russian, help to shorten the time between concerts, and also provide a pleasant form of relaxation.

In fact the fascination has almost become a fever among that group of sturdy Russians, for we found it almost impossible to pry several of them away from the machines in a San Francisco hotel lobby recently—even with promises of vodka!

The manager of the group informed us that it was the same story from coast to coast—"as soon as we hit a hotel," he wailed, "the boys fortify themselves with supplies of nickles—and it goes on for hours! Some of them are planning to take a machine with them back to Europe even!"

ADD TO INCOME

● Gay Games offers opportunity to place small equipment.

MUNCIE, Ind.—Eastern and Mid-Western operators have recently been turning to Jar Games for a new revenue which formerly they could not secure with any other equipment, according to Guy Noel, president of Gay Games, Inc. Noel points to the fact that the jars can be placed in locations which do not have space for mechanical games, thus increasing their field of operating.

For the first time these Gay Game Jars are to be available on the West Coast, Noel announced, adding that operators there will find it well worth spending the time to investigate them and discover how profitable they will become, since they are "clicking" on thousands of counters throughout the East at the present time.

Increases
PHONOGRAPH RECEIPTS
25% to 50%!
By Giving Free Plays Automatically at Regulated Intervals



Price $5.50
Now from
COAST-TO-COAST!

NEW YORK
SUPREME VENDING COMPANY
557 Rogers Ave. Brooklyn, N. Y.

MIDDLE WEST
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PORTLAND
JACK R. MOORE
413 S. W. 13th Ave. Portland, Ore.

SAN FRANCISCO
ADVANCE AUTOMATIC SALES CO.
1021-23 Golden Gate Ave. San Francisco

LOS ANGELES
MOHR BROTHERS
2916 W. Pico Los Angeles
NATIONAL AMUSEMENT CO.
1481 W. Washington Blvd. Los Angeles

Operators!!

. . . If Your Territory Is Closed —

●

Don't allow your equipment to remain idle and become obsolete. We can use any quantity of MILLS Silent Escalators—Cash or Trade. State type and serial numbers in first letter.

●

MOHR BROTHERS
2916 West Pico Street PArkway 9175-9176-9177
LOS ANGELES, CALIFORNIA

PHONOGRAPH HEADQUARTERS

Where the West's Prominent Music Operators BUY, SELL and EXCHANGE

SPECIAL BARGAINS

in USED PHONOGRAPHS

3 SEEBURG 1935 Models, each	$110.00
5 WURLITZER 1935 Models, each	175.00
4 MILLS Model 815, Twelve-Record Selective, each	50.00

All Phonographs Guaranteed Mechanically Perfect

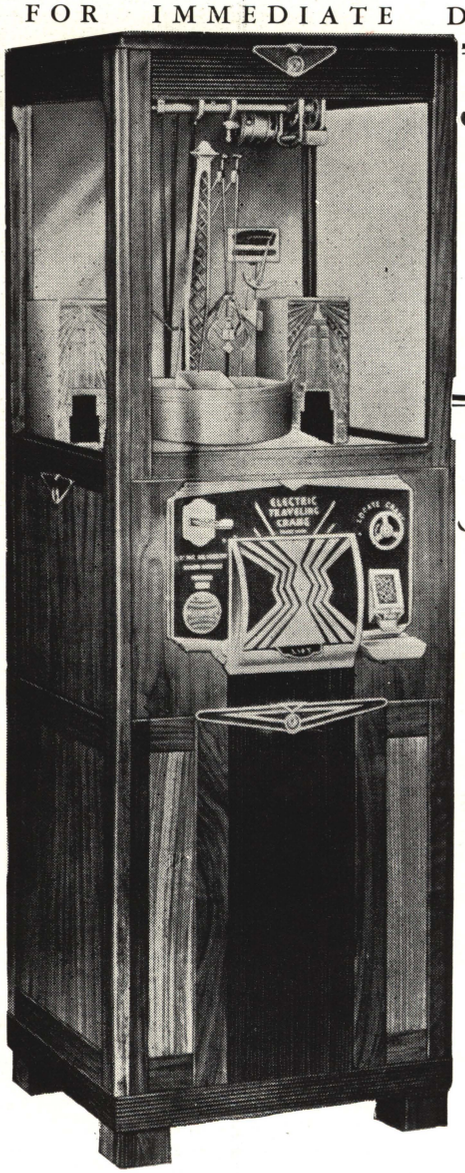
12 Late Model 1935 MUTOSCOPE

Electric Traveling Cranes

Like New! Refinished Red-Tops!
These machines mechanically perfect.

$125.00 Each

FOR IMMEDIATE DELIVERY ONLY



1936 WURLITZER SIMPLEX Model 312

Wurlitzer's

SKEE-BALL

REG. U. S. PAT. OFF.

Immediate Delivery at Factory Prices

TURTLE SOUP

Not a Food, but What a Tonic for Operators!

Original Price $3.50 Each

Only a Few Left at

SPECIAL PRICE!!! **$1.25** f. o. b. Los Angeles

10 Per Cent Federal Excise Tax Included

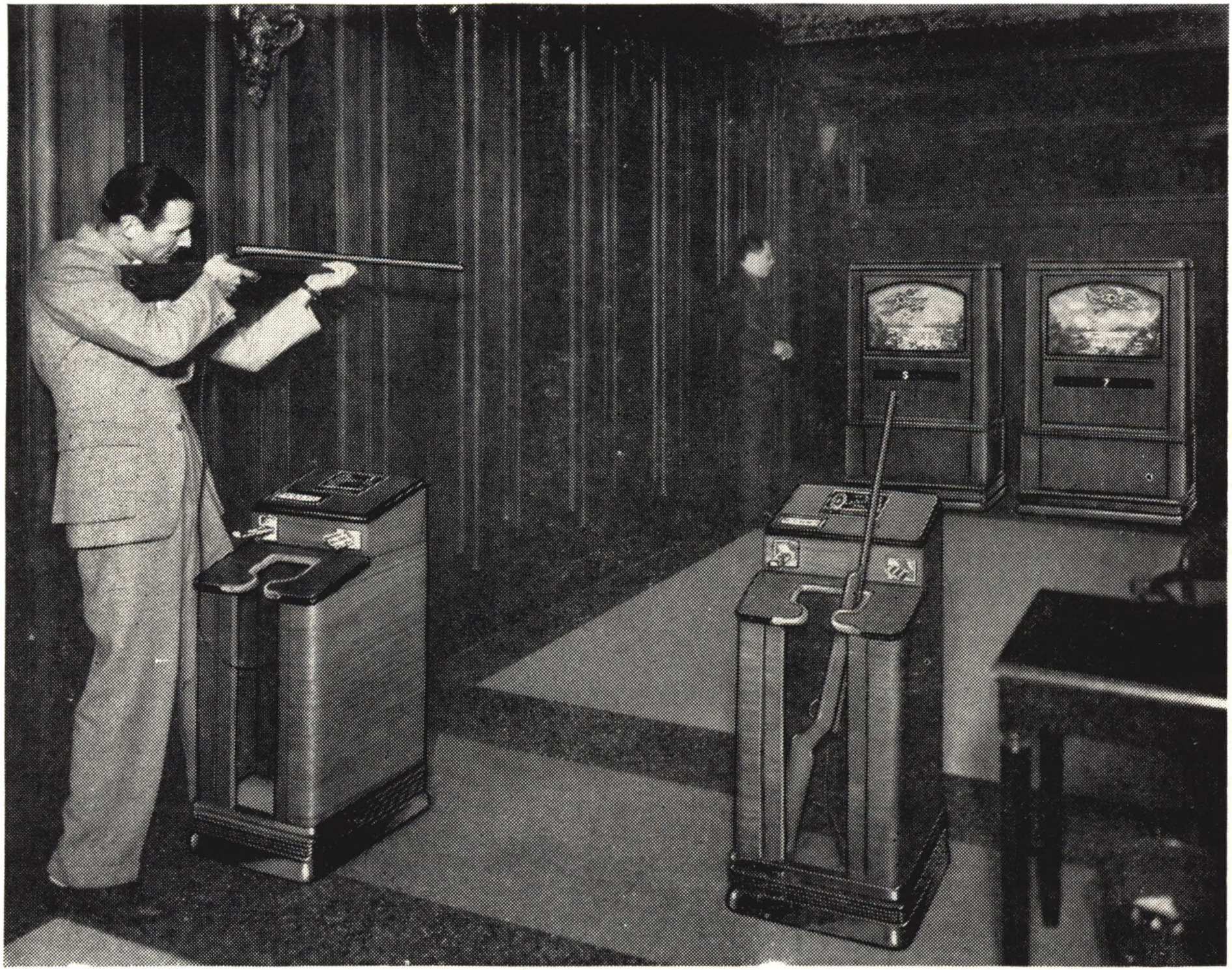


L. A. GAMES CO.

(WM. NATHANSON)

PArkway 9191

2833 West Pico Street Los Angeles, Calif.



HIT IT! urges Paul Gerber in his Playland in the lobby of the Sherman Hotel in Chicago. He's giving the advice to Steve LaMarr, member of the "Three Heat Waves," entertainment-world stars, who uses the new Tom Mix Radio Rifle as a means of relaxation. So efficient has he become, it is said, that he can score eight times on one duck, a world record for performance on this type of rifle.

NORTHERN CALIFORNIA CHATTER

By THE ROVING REVIEW REPORTER

SAN FRANCISCO operators were saddened during the month by the loss of one of their best known and best liked leaders, **Bert Stimson,** who succumbed to a heart attack October 6th. Although in declining health for the past several months, Mr. Stimson remained active to the last. He was 67 years of age, a veteran in the coin machine field, former president of the San Francisco Operators Association and an acknowledged leader in every movement for the improvement of operating conditions. **Mrs. Stimson** is continuing the business with marked ability and success.

Among the go-getters who capitalized on the big celebration which marked the opening of the San Francisco-Oakland bay bridge on November 12th were **Art Brant** and **Johnny Ruggiero** of the Jack Moore office, who held open house for the operators from out of town during the three-day event. Opening of the new bridge signalized a new era of progress for San Francisco which will be reflected in another big jump ahead for the coin machine operators in this territory.

P. E. Scott, secretary of the San Francisco Operators Association, and **Mrs. Scott** recently celebrated their 19th wedding anniversary. You wouldn't believe it to watch these two youngsters gad about.

Paul McCarthy of Ukiah lost four machines in a fire which destroyed the warehouse where they were stored.

The San Francisco boys got a big break when **P. D. Armour** of the Yellowstone Novelty Co., Salt Lake City, recently favored them with a visit. **Lou Wolcher, Midge Ryan** and **Gordon Mills** put on some entertainment that they thought would slow up the visitor for awhile, but to their amazement Armour kept up the pace long after the rest of 'em had picked up their heels and retreated for slumber.

Tony Munkdale, who came out from Denver not so long ago, has really gone to town in a big way since his arrival in these parts. Tony has phonographs, pin tables, cranes and just about everything it takes to be an all-around operator.

From Sacramento comes word that **Paul Collier** and **Mrs. Collier** are getting the architect busy on plans for a new home which will have a special apartment with bunks 'n' everything for the boys. Young **Billy Collier,** who shows promise of being a top-notch operator like his Dad in a few years, has started already by building and operating his own Punch and Judy show.

They say that **Tom Gardner** holds the mileage record for the Northern California operators. Tom has worn out a new Plymouth since the first of the year and is figuring on two cars a year from now on.

Morrie Kozinsky of Los Angeles, of Consolidated Novelty Co. fame, had his string of racing mounts at Tanforan and enjoyed usual success with the recently enlarged stable. **P. D. Armour,** visiting operator from Salt Lake City, took a liking to one of the Kozinsky horses on his first day at the races and watched it come home for him at 40 to 1, on the nose.

George Bates of the Bates Sales Co., Oakland, was still in the East at last reports and figured to have something big up his sleeve when he returned.

Jack Umphreys, operator for the E. T. Mape Music Co. for the past five years, just discovered that he and the writer were classmates in grammar school in Palo Alto 20 years ago.

The **Oliver T. Dawson** mentioned in last month's COIN MACHINE REVIEW as having operated in Los Angeles for Newell H. Stearns for a few weeks before departing with a substantial pocketful of receipts, also has left a trail behind him in San Francisco, according to reports. He was employed by the Carey Safe Co., Golden Gate Novelty Co., Arnold Hirschfeld and Bob Dunn at one time or another.

Ace Arnsberg and his wife stopped over in San Francisco a few days en route to their home in Portland after an interesting trip from New York by way of the southern route through Texas and Southern California. They were entertained by **Art Brant,** for five years a partner of Ace in Portland and Australia, and Mrs. Brant.

Walter Oswald of Pacific Amusement Merchandise Co. left during the month for a big buying trip to Chicago and New York and on other matters pertaining to the digger machine business which he conducts with **Leo Gerkens.**

Ed Fey of Western Automatic Machine Co. and Mrs. Fey were due back early this month from an extended trip to Chicago on business. **Miss Marion Maddock,** still single, thank you, was back in charge of the office after an enjoyable vacation in Southern California.

Hank Maser, the Pace chieftain of the West, was presented the other day with an interesting souvenir of bygone days. It was a 24-sheet featuring the appearance of "Maser's Imperial Orchestra" at the "Super-Gigantic" July Fourth celebration at Al Grover's Rustic Resort at Clover Leaf Lake, Wisconsin, in 1912. Pictured on the huge poster were Maestro Hank and his five-piece uniformed band. Also on the bill was the championship wrestling match, catch as catch can, between Gustav Grimm of Chicago and Paul Schultz of Madison, champions of Illinois and Wisconsin. Hank was referee—all this 24 years ago. One of the "new" hits listed on the Imperial Orchestra's program was "Everybody's Doing It," a turkey trot.

Einar Wilslev of Viking Specialty Co. has added a large stock of imported and domestic premium merchandise for the digger trade.

Mrs. Madeleine Hill of Sacramento was among the out of town operators visiting San Francisco during the past week or so.

Here's an item that is not news: **Jack Robinson** of Sausalito is ready for another fishing trip.

A. E. Branscomb, San Francisco pin game operator, has a new truck.

For speed in placing phonographs on location, the boys are handing the palm to **Al Bergez,** who spotted 20 in jig time. Al is quite a song-plugger in his own right.

REPORT LULL

OMAHA, Nebr.—Beslin, Inc. and the Omaha Tobacco Co., wholesalers of tobacco and two of the largest gum and peanut operators in Omaha, both report a lull in business at the present moment. They claim that the summer months were very good, with beer taverns and bars increasing their number of locations, and they both feel that conditions will pick up shortly, now that elections are over.

HIGHEST CASH PAID for

USED ESCALATORS!

We will pay top prices for latest type MILLS Mystery Silent Escalators in good condition. Blue Fronts, Extraordinaries, Grey Fronts, 5c, 10c and 25c play.

If you have merchandise of this type, wire or phone collect stating full particulars.

MOHR BROTHERS

PArkway 9175-9176-9177

2916 WEST PICO STREET LOS ANGELES, CALIF.

As sure to clean up as Aces Wired!

Two COUNTER SENSATIONS by GROETCHEN

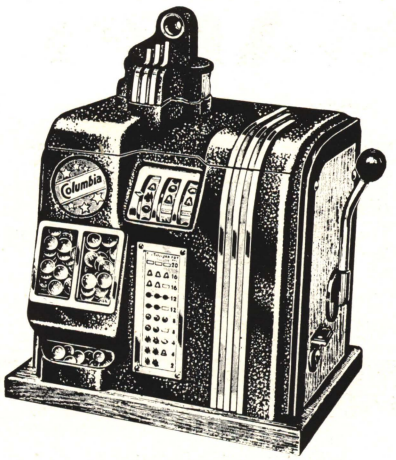
TWENTY-ONE BLACK JACK



HIGH STAKES

Five-reel horse race game with Changing Odds! Thrills, suspense and ACTION on the "Match-A-Color" scoring idea. Takes pennies, nickels, dimes and quarters . . . hour after hour . . . month upon month. And the price, only..... **$24.75**

COLUMBIA



Look at that DeLuxe cabinet, beautiful lines, and you get an idea of the "eye appeal" that makes Groetchen's TWENTY-ONE a standout. REAL Black Jack, and what's most important, it has silent reels and Groetchen's patented Shutter Mechanism. A Big Winner at..... **$24.75**

Immediate Deliveries

Stock on Hand

Place your orders NOW for early delivery on this revolutionary new Silent Jackpot Bell by Groetchen! Quickly adjustable for 1c, 5c, 10c or 25c play. Rotary escalator pays out from last coins played, eliminating slug problem. Only..... **$74.50**

MOHR BROTHERS

DISTRIBUTORS OF GROETCHEN QUALITY PRODUCTS

2916 WEST PICO STREET PArkway 9175-9176-9177 LOS ANGELES, CALIF.

CLOCKS FEATURED

● Gottlieb adds Hammond electric timekeepers to games.

CHICAGO.—In what justly may be termed a "smart" merchandising move, all Derby Day, College Football, High Card and Hit Parade games are now to come equipped with Hammond electric clocks, according to an announcement from D. Gottlieb and Co.

The timepieces, chosen because they are nationally advertised and are known to be accurate, are to be built into re-designed light-up racks so that they form an integral part of the design. This is being done for a triple purpose, according to Dave Gottlieb, head of the firm.

First, it offers a service to the customer in giving him the correct time. Second, it means that the location offers an extra service to its patrons without increasing its own cost, and by the same token it opens up more locations. Finally, it stimulates play, since, in getting the attention of the patron, who inevitably wants to know what time it is, it is going to suggest a play period, and the game goes into use to the pleasure of the patron and the ultimate increased profit of both location and operator.

THIRD TIME

NEW ORLEANS.—It ought to be a charm. At any rate, Louis Murphy, of Stelle and Horton in New Orleans, has married his wife three times, it was recently learned. First time the couple eloped. Later, to please the bride's mother, the couple were remarreid in her church. Now they have middle-aisled-it in his.

FIFTEENTH

BILOXI, Miss.—A fifteenth child, a girl, has been born to A. J. Martino—and wife—local operator.



WOLCHER STOCKS BOARDS

● West's "coin machine department store" offers new service.

SAN FRANCISCO.—Advance Automatic Sales Co. becomes the "coin machine department store" of the West with the recent announcement by Louis E. Wolcher, head of the firm, that complete warehouse stock of standard salesboard lines is now being carried.

Inauguration of the new service to operators follows a decision of several salesboard manufacturers to close their San Francisco offices. Mrs. Anne Mandel, for several years in charge of the Gardner & Co. office here, heads the new Wolcher punchboard department with headquarters in San Francisco. Among the lines being handled are Gardner, Harlich, Brewer and Hamilton.

According to Lou Wolcher, "We now have a department for every line in the operating field—games, phonographs, vending machines, diggers and premium merchandise, and as the latest addition, salesboards."

GAME ROOM

PHILADELPHIA.—Newly opened on the lobby floor of the Ben Franklin Hotel here, a game room, featuring a variety of pin games, target machines and bowling-type games, has been attracting considerable attention from the public which is invited in by means of doors from both the lobby and the street. The room was originally set up as a relaxing center for Democrats in convention there, and it has now been made public and permanent.

MOHR BROTHERS feature
Winners by BALLY

SNAPPY

Newest 1-Ball Payout Hit!

Six-Chute earning power with single-chute simplicity! Equipped with new Finger-Tip Selector and "Odd or Even" Mystery Award. 12-coin Escalator.

$149.50

TICKET: $159.50. ELECTROPAK EQUIPPED

BELMONT

With Super-Size Changing Odds!

Simplicity, skill-appeal and speedy action! 30 to 1 top! Skill shot Changing Odds!

$123.50

TICKET: $133.50. BATTERY EQUIPPED



PREAKNESS

1-Ball Race Game Payout
PAYS for 4th PLACE!

Here is THE Pay Table of ALL Pay Tables! Bix 14-inch Light-Box for Changing Odds! 12-coin Escalator. Bally's Best Bet!

$149.50

Ticket Model: $159.50
Power-Pak Equipped
No Charge for Check Separator.



RAY'S TRACK

Truly the Super Horse Race Game . . . available in straight pay-out or with ticket unit—suitable for EVERY territory!

RAY'S TRACK
tops anything
in the field!

Stock on Hand
Immediate Deliveries

MOHR BROTHERS

PArkway 9175 - 9176 - 9177
2916 West Pico Street
LOS ANGELES CALIFORNIA



MARKSMAN INVADES WEST—Here is a scene in a busy Los Angeles drug store where crowds flock daily to try their marksmanship on the new PAMCO electric-ray target machine, "Marksman." Herb McClellan, Pacific Coast manager for Pamco, points out the simplicity of installing "Marksman" even in crowded locations like this.

GOTTLIEB NEWS FLASH!



FAMOUS HAMMOND ELECTRIC CLOCK

STANDARD EQUIPMENT—NO EXTRA COST

Gottlieb again takes the lead in giving the very latest sensational feature at no extra charge. Now, you can obtain Derby Day, College Football, Hit Parade and High Card with a genuine Hammond Electric Clock attractively built in the colorful light-up rack. Here is the feature that turns all eyes towards Gottlieb games. Correct time and a reminder of "Play Time." Don't lose a minute! Get those new locations with this strong talking point. Boost earnings in old locations with this marvelous attraction plus famed Gottlieb payouts. Order yours today!

Gottlieb's DERBY DAY

A big money-maker from start to finish! New thrills! Odds up to 40 to 1, and pays out for 4th Place! 28 chances to win. Mystery Single Coin Chute or Multiple Chute. And with the new built-in Hammond Electric Clock, what an outstanding winner!

$149.50

Ticket Game, **$10** extra.
Check Separator, no extra charge.
D. C. Adaptopak, **$5** extra.
Electropak equipped (batteries optional).

Equipped with New A. B. T. No. 400 Slot.

1937 MODEL

DAILY RACES

By Popular Demand! All the proven features of DAILY RACES made more play compelling with the addition of these NEW features . . . A. B. T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet. The greatest horse race game made greater—and no increase in price!

Payout $125.00 **Ticket $135.00**

SENSATIONAL SALE—USED Automatic Payout and Ticket TABLES

Guaranteed Mechanically Perfect—In Stock for Immediate Delivery

Ace	$17.50	Derby, Bally ticket	75.00	Palooka Jr., automatic payout	70.00	Seven Eleven	15.00
All Star, ticket	60.00	Do or Don't	12.50	Palooka Jr., ticket	75.00	Sunshine Baseball, automatic payout	55.00
Baffle Ball, electric	25.00	Fence Buster, A.P.O. multiple	50.00	Pari Mutuel	90.00	Sunshine Baseball, ticket	65.00
Big Shot, 1-ball	47.50	Fortune	35.00	Parlay—Pamco	45.00	Sunshine Derby	45.00
Bonus, Bally ticket	60.00	Galloping Plugs, ticket	80.00	Pearl Harbor	22.50	Sportsman	15.00
Brokers Tip, multiple A.P.O.	40.00	Gold Rush	12.50	Peerless, ticket	55.00	Stampede	15.00
Bullets, counter payout	5.00	Hollywood	35.00	Plus & Minus	15.00	Traffic A, ticket	15.00
Champion	10.00	Hialeah, ticket	50.00	Prospector	27.50	Treasure Hunt	12.50
Chase, Pamco ticket	75.00	Jumbo, automatic payout	40.00	Put & Take	12.50	Turf Champs, ticket	115.00
Credit, automatic payout	70.00	Jumbo, ticket	52.50	Pyramid	17.50	Tycoon, late model	85.00
Credit, ticket	80.00	Liberty Bell	12.50	Rapid Fire	15.00	Wahoo	7.50
Daily Races, A.P.O. multiple	40.00	Match Play	12.50	Red Arrow	12.50	World Series, automatic payout attachment	10.00
Daily Races, A.P.O. single mystery ticket multiple	75.00	Mills Equity	15.00	Rocket	7.50		
Daily Races, ticket single mystery	65.00	Palooka Sr., automatic payout	100.00				
	85.00						

500 GOOD NOVELTY GAMES—WRITE FOR LIST AND PRICES

SOL GOTTLIEB COMPANY

PRospect 3351

1347 W. Washington Blvd. **Los Angeles, Calif.**

streamlines

about the rebirth of a magazine:

OLD in tradition and prestige insofar as this industry is concerned, the COIN MACHINE REVIEW becomes virtually a new magazine the first of the year when, with the January issue, it goes **STREAMLINED.**

Following the current trend, evident in motor cars, ships, airplanes, even in houses, and in publications, the COIN MACHINE REVIEW takes on a new grace. Beginning with the cover, which will present a brand-new appearance, there will be many changes made. Headlines will be easier to read. There will be more pictures. Stories and articles will be more attractively presented. New departments will be added, old ones will be dropped or reborn with a new manner of presentation.

You'll approve of the new **STREAMLINED COIN MACHINE REVIEW.** You'll know, once you see it, that its claim to the title of "The No. 1 Magazine of the Coin Machine Industry" is even more secure. Tell your friends about it, and watch for the new edition in January of the

streamlined

COIN MACHINE REVIEW

The Ledger Tells

—another method, and a good one, too, of recording equipment income.

THERE are filing systems galore. There are salesbooks which meet most all of the needs af an operator. But no matter how good the system and how adequate the sales records, most operators usually find that something is lacking. Sometimes it is only a little quirk from some other operator's pet system. Sometimes it is the addition of a single entry which serves to give an absolutely complete picture of what is going on at the financial end of the operator's business.

Here, at any rate, is another method which a service man who has called on thousands of operators throughout the country has termed "one of the best." It was devised by G. F. Johnson, head of the G. F. Johnson Music Co. of Portland, Ore., in order that he might "know the exact earning on each unit in order to conduct his business with reasonable wisdom."

In quoting Johnson's statement it is not intended that any other operator shall take offense and feel that his method has been belittled. Rather it is hoped that here and there an operator who may have been groping about in an attempt to find something that gives him a better picture of what his business is doing may find it useful. Perhaps others may like some particular phase of it and wish to add it to a bookkeeping process already in use.

Actually the method is very simple and embraces only three steps. By that token three forms, and only three, are needed.

Form one, and the first step, is used in the field, and it involves the operator and the location owner. On making the collection the operator produces a standard salesbook bearing the name of his firm and the telephone number. Because the location owner has a carbon copy of this and keeps it as a partial record of his regular income, the telephone number is always convenient in case a service call is needed. Naturally the slip has a space for date and the name and address of the location owner. Blocked off in one corner of the actual entry space is room for listing the number of slugs which have been inserted in the machine in place of the usual nickels, dimes and quarters. Next to this there appears a space for the meter reading and the total cash. Below that is room for deduction of the guaranteed minimum, and following that space for the amount due the customer, usually preceded by the percentage which has been fixed for the individual location. Farther down the page is space for the customer's signature, indicating receipt of payment, and for the signature of the operator on behalf of the firm. Also included on this sheet is a space for remarks and requests. As earlier stated, one copy is kept by the operator, and the carbon goes to the location.

At the end of the day the operator tabulates all of his collections on a single cash report form a little larger in size than the salesbook sheet. All the locations are listed, together with meter reading, gross collection (and location's portion in the same space just below the other figure) and net income. Totals are indicated at the bottom of the page with deductions for slugs, the number of which is also entered. Again there is a space for remarks, for this report goes directly to the office, and this is a most worth-while feature, since the operator, in calling on a good many locations during the day, may forget. Johnson would far rather read "Mr. Johnson should call on John Doe —wants more commission" on an operator's cash report than discover later on that the lessee has decided to change over to someone else. That should be equally true of all operators having employees in the field, and of all operators who hope some day to have their own equipment with men under them.

In the office a clerk enters the cash reports on a loose-leaf ledger form which, being visible, reveals at a glance the exact net earnings of each machine and each location. Here, of course, each account is again separate.

Ruled off in columns, the third form, never taken from the office, shows at the top of the oblong page the date the equipment was purchased and the date it was placed in the particular location which it records. The numbers of key and machine are entered here, too, so that the office record is always complete.

Below that there is a space for entering the amounts brought forward from preceding pages, and then, in four separate columns following the date of entry there appear the figures on gross income, amount paid as commission to the location, net returns and meter reading. At the foot of the page, where it is easily noted in leafing through the book that holds it, appear the name and address and telephone number of the spot owner. The particular form which Johnson uses has two complete sets of columns for figure entries to each page, providing an economy of effort and space.

Although this firm's forms are printed in Portland and copyrighted so that they may not be duplicated here, it should be no particular problem for the operator to adapt the entry methods to any similar sheet made by some other company. If his experience parallels or equals that of the G. F. Johnson Music Co., he will find it well worth the trouble, and if he has been uncertain about some phases of his records he will find that his problem is largely solved.

No amateur at the business, Johnson has been engaged in selling musical equipment —pianos, radios, records and home phonographs—for a great many years. Yet when he entered the field of music operating shortly after it came into vogue, his regular method of bookkeeping did not meet his needs. The system which he worked out, and which has here been described, is thus the result of a number of years of experience in regular bookkeeping methods and an ample period of experiment with methods which have led to the adaptations which he now terms "satisfactory."

Similarly, in keeping with this business-like procedure, Johnson has a system for keeping track of his recordings which is comparable to that used by the disc manufacturers themselves. Partly this was brought about by reason of his stocking the recordings demanded by music lovers for their own home use, and partly to meet the need for keeping track of the platters used in the automatic equipment. At any rate he's all for keeping adequate records of his equipment and his cash collections, and he declares that in the long run it pays to be careful.

SUBSCRIPTION ORDER

COIN MACHINE REVIEW

1113 Venice Boulevard Los Angeles, California

Please enter my subscription to **THE REVIEW** for:

.....1 year - $1.00

.....3 years - $2.00

to start with the.....issue. A remittance in full is attached hereto.

Name.....

Address.....

City.....State.....

Operator.....Jobber.....Manufacturer.....

POPULARITY INCREASES

● Keeney's Bowlette said to be reviving interest in amusement games.

CHICAGO.—So popular with all types of players on location has Keeney's Bowlette been, that many operators are said to have reported a greater-than-ever interest in coin operated devices generally. Word of its pularity has spread, Keeney declares, and an increasing numbers ot players have become familiar with its play and amusement features.

This player-interest, according to Keeney's man Becker, has meant a continual operation of three plants in production of the bowling-type game, and now a new 10 foot edition has been introduced to make installation possible in locations where the larger model could not have been placed. It is pointed out that all the popular features have been retained in the new machine.

TRIPLETS

Oregon op passes cigars.

MARSHFIELD, Ore. — The Earl M. Bushes were expecting a "blessed event," as newspaper columnist Walter Winchell aptly phrases it. On October 30 their expectations were fulfilled—yea, more than fulfilled. Bush, a popular pin game and music operator, termed it a "jackpot."

At four o'clock triplets arrived. Named Jean, JoAnne and John, the two boys and a girl weighed 3 pounds 12 ounces, 5 pounds 2 ounces and 4 pounds 14 ounces. Mother and youngsters are doing very nicely, thank you.

NEWARK BRANCH

NEW YORK CITY.—Announcement of the opening of a branch of Fitzgibbons, Inc., eastern distributor for Bally Mfg. Co., at 362 Mulberry Street, Newark, N. J., was made here recently by John A. Fitzgibbons, head of the firm. The new headquarters occupies a 3-story structure to be known as the Fitzgibbons Building.

STAFF ADDITIONS

BOSTON.—Two new additions to the sales staff of the Trimount Coin Machine Co. have been made here recently, according to Dave Bond, president. The two men, both experienced coinmen, are Paul Dailey and C. Raymond Mitchell.



NEW FIRMS

DETROIT.—Two new firms have recently been founded here. The first, headed by Ernest W. Mitchell and Gionne Rondini, is known as the Royal Ark Music Co., and is reported as specializing in the operation of Mills machines. The second, National Novelty and Amusement Co., headed by Samuel Rosenthal, is in the jobbing business at 8535 Linwood Avenue.

TAUB NAMED

NEW YORK CITY. — Irving Taub, former general manager for Square Amusement Co. of Poughkeepsie, has been named by Joe Fishman and Al Schlesinger to the post of sales manager for the new combine which the latter men are heading.

MACHINES STOLEN

DENVER.—J. R. Clinton, operator of a number of candy vending machines, reported that ten of the devices had been stolen from locations around Englewood. Police at Aurora, another Denver suburb, recovered six machines after they had been looted.

MARKEPP EXPANDS

TOLEDO, Ohio.—M. M. Marcus, general manager of the Markepp Co. of Cleveland, announced the opening of a branch here at 1823-25 Adams Street, November 2.

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